# BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

# 1944 YEARBOOK NUMBER

## TIME-BUYING IS AN ART . . .

To us, time-buying is the art of determining an advertiser's needs—of appraising market and station statistics—of evaluating those intangibles which affect station-effectiveness—and then of selecting the *highest values* obtainable.

Our job here at Free & Peters is to help you gather the tangible and intangible facts you need for good decisions—then to act as liaison between you and the stations, giving every possible assistance in making your spot broadcasting more *effective* and *profitable*.

We know that success in our job demands intelligence, honesty and highly specialized knowledge of our field. . . We have built our organization to those specifications. We think you'll *like* the results.

**EXCLUSIVE REPRESENTATIVES:**

| | |
|---|---|
| WGR-WKBW | BUFFALO |
| WCKY | CINCINNATI |
| KDAL | DULUTH |
| WDAY | FARGO |
| WISH | INDIANAPOLIS |
| WKZO | KALAMAZOO-GRAND RAPIDS |
| KMBC | KANSAS CITY |
| WAVE | LOUISVILLE |
| WTCN | MINNEAPOLIS-ST. PAUL |
| WMBD | PEORIA |
| KSD | ST. LOUIS |
| WFBL | SYRACUSE |
| **. . . IOWA . . .** | |
| WHO | DES MOINES |
| WOC | DAVENPORT |
| KMA | SHENANDOAH |
| **. . . SOUTHEAST . . .** | |
| WCBM | BALTIMORE |
| WCSC | CHARLESTON |
| WIS | COLUMBIA |
| WPTF | RALEIGH |
| WDBJ | ROANOKE |
| **. . . SOUTHWEST . . .** | |
| KOB | ALBUQUERQUE |
| KOMA | OKLAHOMA CITY |
| KTUL | TULSA |
| **. . . PACIFIC COAST . . .** | |
| KECA | LOS ANGELES |
| KOIN-KALE | PORTLAND |
| KROW | OAKLAND-SAN FRANCISCO |
| KIRO | SEATTLE |
| KFAR | FAIRBANKS, ALASKA |

and WRIGHT-SONOVOX, Inc.

**FREE & PETERS, INC.**

*Pioneer Radio Station Representatives*

*Since May, 1932*

**CHICAGO:** *180 N. Michigan*
Franklin 6373

**NEW YORK:** *444 Madison Ave.*
Plaza 5-4130

**SAN FRANCISCO:** *111 Sutter*
Sutter 4353

**HOLLYWOOD:** *1512 N. Gordon*
Gladstone 3949

**ATLANTA:** *322 Palmer Bldg.*
Main 5667

ual Subscription $5.00 Including Yearbook Number • Contents Copyrighted 1944 by Broadcasting Publications Inc.

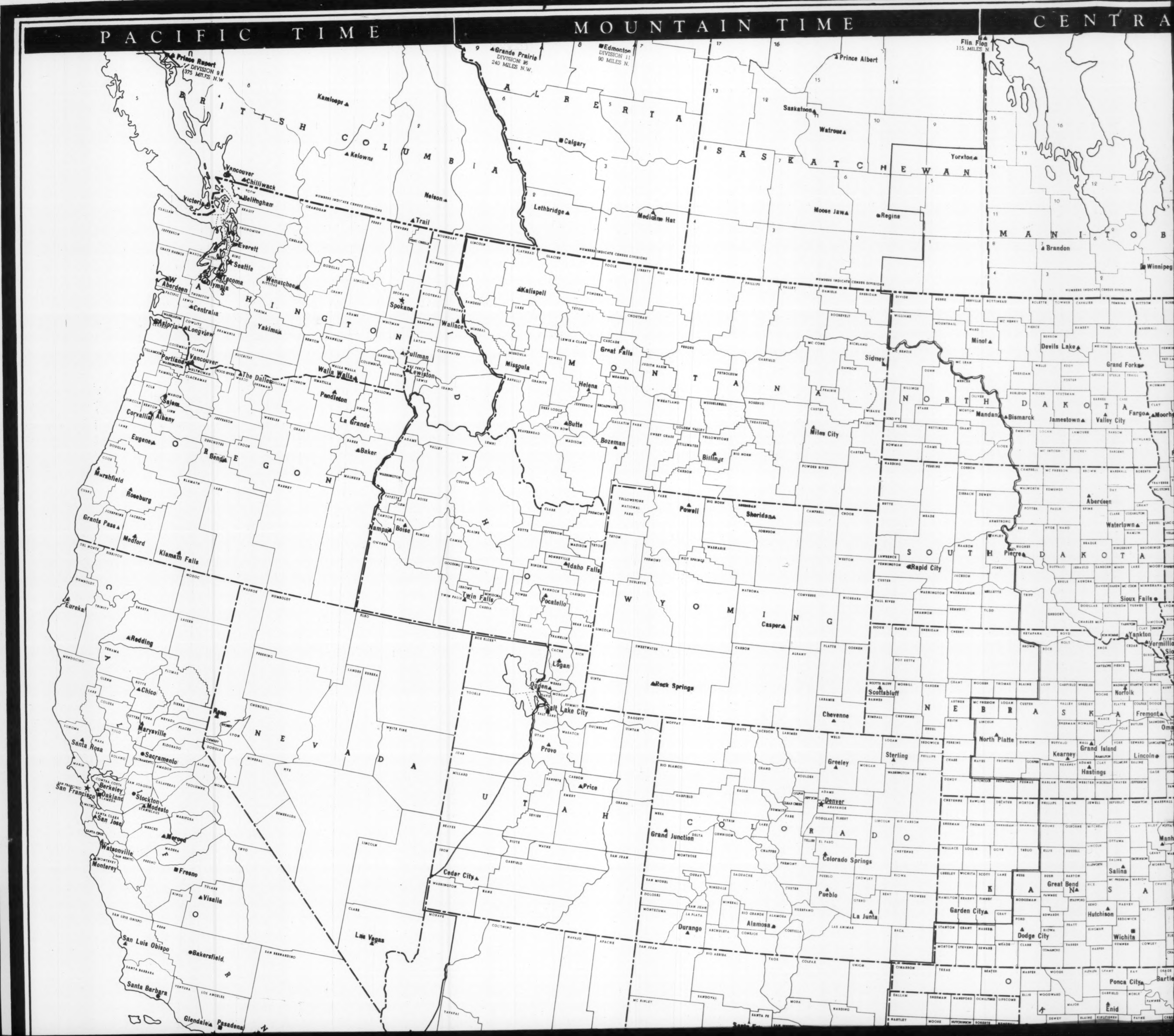
# first

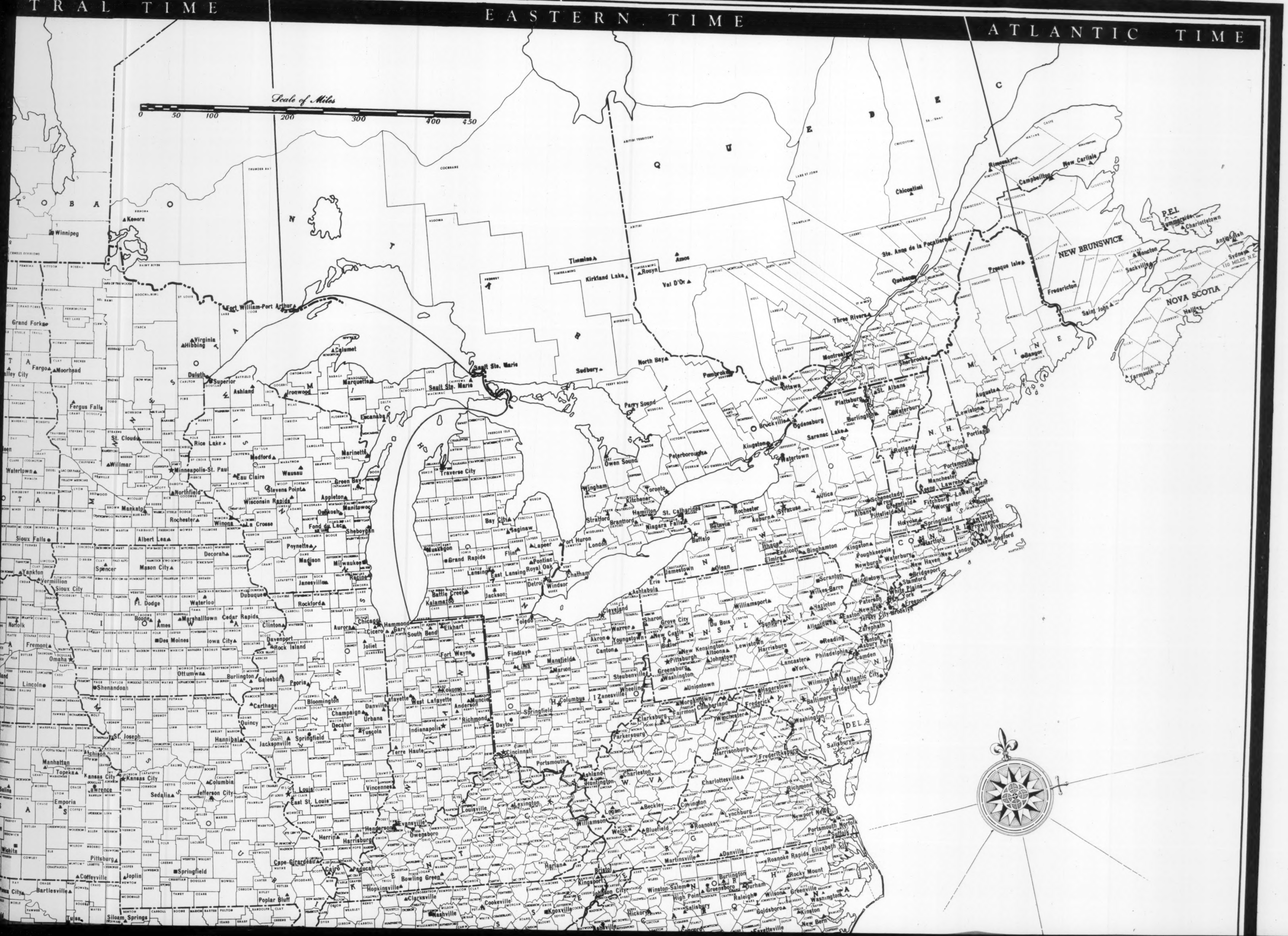
Carrying more accounts than any other Maryland station, W-I-T-H has proved to national advertiser and merchant alike that this active medium does a great sales job in Baltimore . . . all around the clock! On the air twenty-four hours a day, seven days a week!

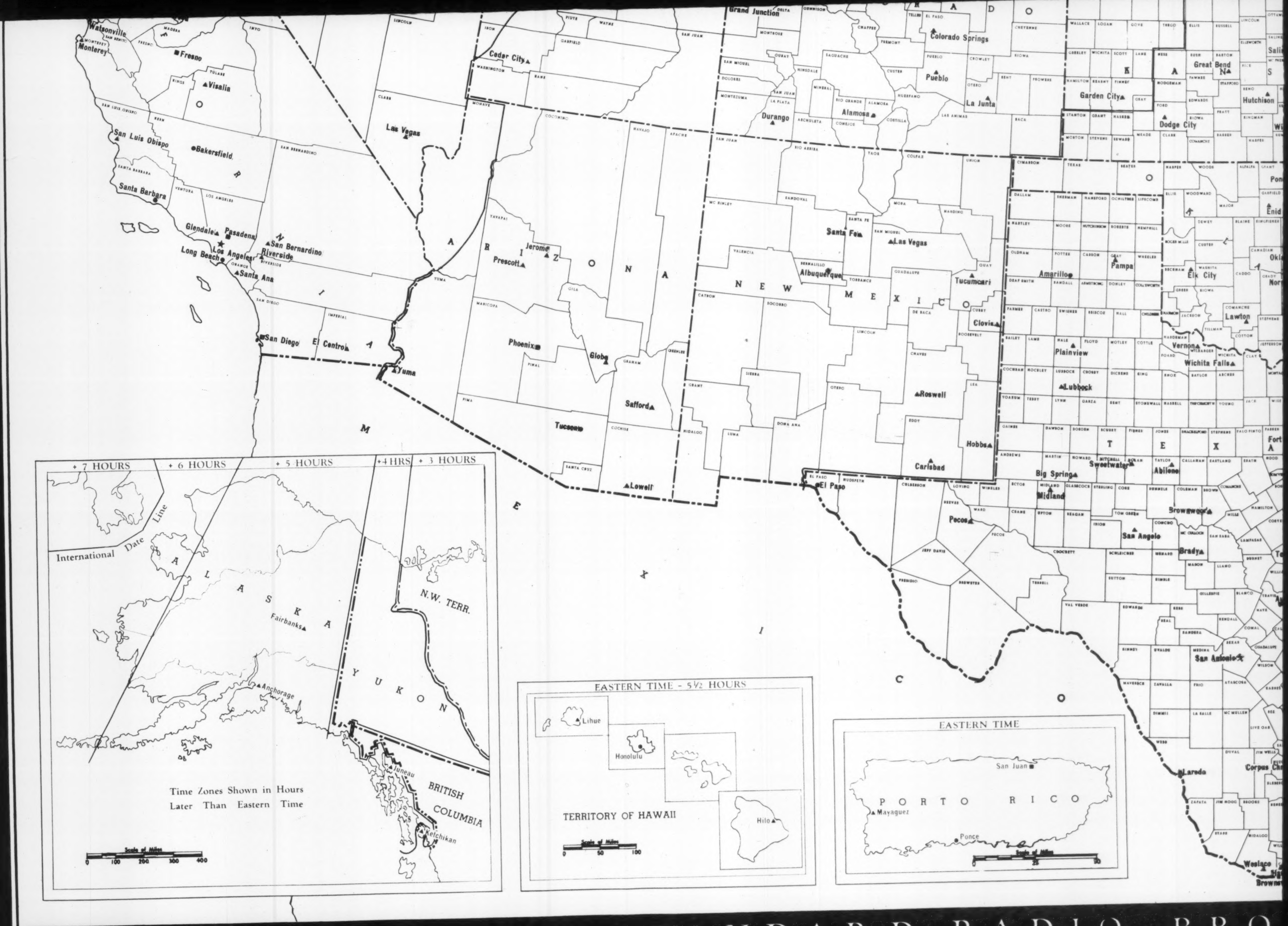
**WITH**

TOM TINSLEY, *President* · *Represented Nationally by* HEADLEY-REED

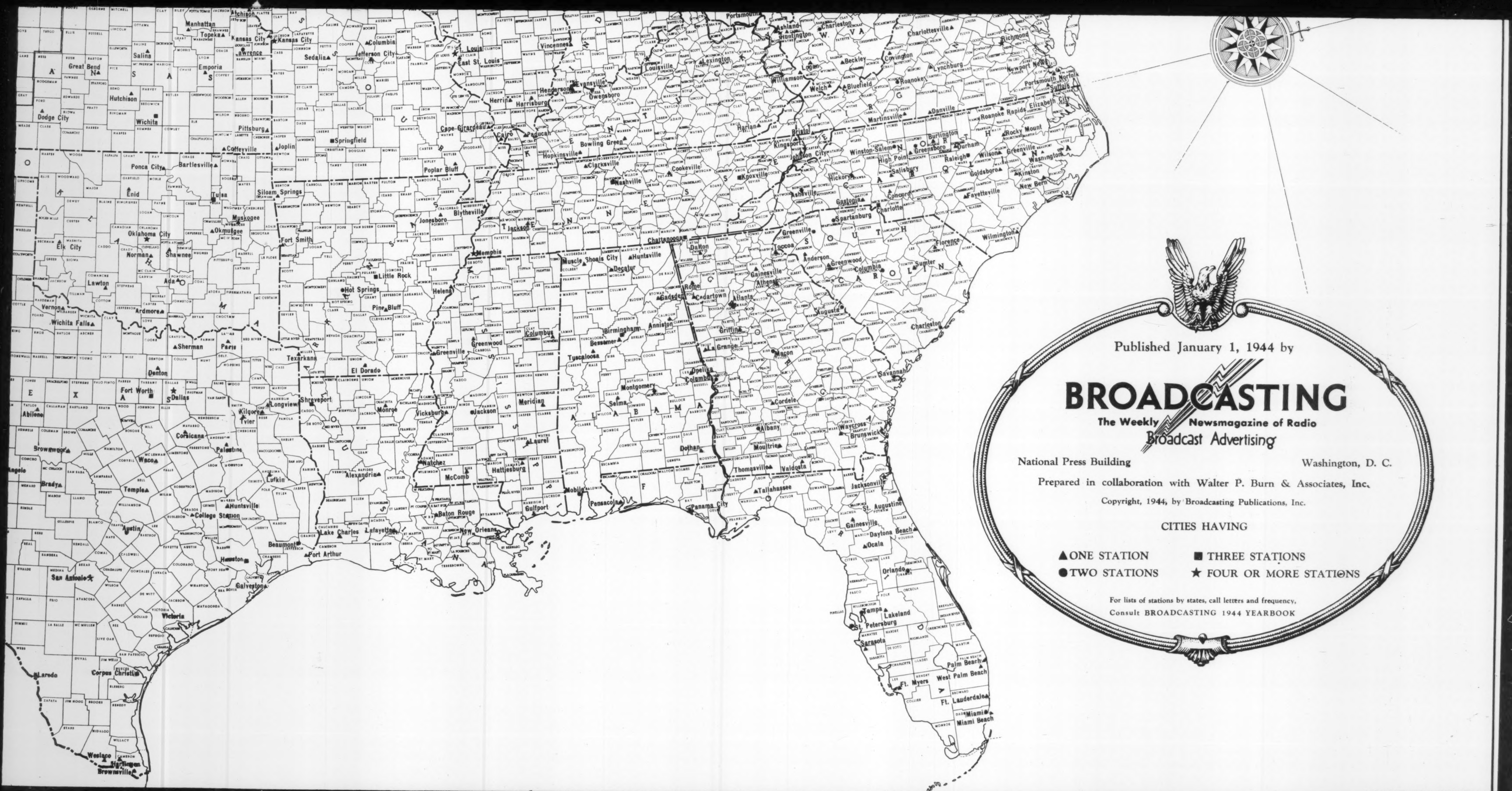
**THE PEOPLE'S VOICE IN BALTIMORE**


PACIFIC TIME
MOUNTAIN TIME
CENTRA
Prince Rupert DIVISION 9 375 MILES N.W.
Grande Prairie DIVISION 16 240 MILES N.W.
Edmonton DIVISION 11 90 MILES N.
Flin Flon 115 MILES N.
BRITISH COLUMBIA
ALBERTA
SASKATCHEWAN
MANITOBA
Prince Albert
Kamloops
Kelowna
Nelson
Trail
Calgary
Lethbridge
Medicine Hat
Saskatoon
Watrous
Moose Jaw
Regina
Yorkton
Brandon
Winnipeg
Vancouver
Chilliwack
Victoria
Bellingham
NUMBERS INDICATE CENSUS DIVISIONS
WASHINGTON
Everett
Seattle
Tacoma
Olympia
Aberdeen
Centralia
Wenatchee
Spokane
Yakima
Longview
Astoria
Walla Walla
Pullman
Lewiston
Wallace
Kalispell
Missoula
Great Falls
Helena
Butte
Bozeman
Billings
Miles City
Sidney
MONTANA
NORTH DAKOTA
Minot
Devils Lake
Grand Forks
Mandan
Bismarck
Jamestown
Valley City
Fargo
Moorhe
Portland
Vancouver
The Dalles
Salem
Corvallis
Albany
Pendleton
La Grande
Baker
Eugene
OREGON
Bend
Marshfield
Roseburg
Grants Pass
Medford
Klamath Falls
IDAHO
Boise
Nampa
Twin Falls
Pocatello
Idaho Falls
Powell
Sheridan
Casper
Rock Springs
Cheyenne
Scottsbluff
WYOMING
SOUTH DAKOTA
Aberdeen
Watertown
Rapid City
Pierre
Sioux Falls
Yankton
Vermillio
NEBRASKA
Norfolk
Fremont
Oma
North Platte
Kearney
Grand Island
Hastings
Lincoln
Eureka
Redding
CALIFORNIA
Chico
Marysville
Reno
NEVADA
Santa Rosa
Sacramento
Berkeley
Oakland
San Francisco
Stockton
Modesto
San Jose
Merced
Watsonville
Monterey
Fresno
Visalia
San Luis Obispo
Bakersfield
Santa Barbara
Glendale
Pasadena
Las Vegas
Logan
Ogden
Salt Lake City
Provo
Price
UTAH
Cedar City
Grand Junction
COLORADO
Greeley
Sterling
Denver
Colorado Springs
Pueblo
La Junta
Alamosa
Durango
KANSAS
Salina
Manh
Great Bend
Garden City
Hutchinson
Dodge City
Wichita
Ponca City
Bartle
Enid
O


TRAL TIME
EASTERN TIME
ATLANTIC TIME
Scale of Miles
0 50 100 200 300 400 450
QUEBEC
ONTARIO
NEW BRUNSWICK
NOVA SCOTIA
P.E.I.
Winnipeg
Kenora
Fort William-Port Arthur
Sault Ste. Marie
Timmins
Kirkland Lake
Rouyn
Amos
Val D'Or
Sudbury
North Bay
Pembroke
Ottawa
Hull
Montreal
Three Rivers
Quebec
Chicoutimi
Rimouski
Campbellton
New Carlisle
Ste. Anne de la Pocatiere
Sherbrooke
Fredericton
Saint John
Moncton
Sackville
Summerside
Charlottetown
Antigonish
Sydney
110 MILES N.E.
Halifax
Yarmouth
Presque Isle
Bangor
Augusta
Lewiston
Portland
Toronto
Kingston
Brockville
Peterborough
Owen Sound
Wingham
Kitchener
Stratford
Brantford
Hamilton
St. Catharines
Niagara Falls
London
Chatham
Windsor
Grand Forks
Fargo
Moorhead
Duluth
Superior
Virginia
Hibbing
Ashland
Ironwood
Marquette
Calumet
Escanaba
St. Cloud
Minneapolis-St. Paul
Eau Claire
Wausau
Green Bay
Appleton
Oshkosh
Fond du Lac
Sheboygan
Manitowoc
Madison
Milwaukee
Racine
Janesville
La Crosse
Winona
Rochester
Mankato
Sioux Falls
Sioux City
Des Moines
Omaha
Lincoln
Kansas City
Topeka
St. Joseph
St. Louis
East St. Louis
Springfield
Chicago
Gary
Hammond
South Bend
Fort Wayne
Indianapolis
Terre Haute
Evansville
Louisville
Lexington
Cincinnati
Dayton
Columbus
Cleveland
Toledo
Akron
Youngstown
Pittsburgh
Erie
Buffalo
Rochester
Syracuse
Utica
Albany
Schenectady
Troy
Binghamton
Scranton
Wilkes-Barre
Harrisburg
Philadelphia
Camden
Trenton
Newark
Jersey City
New York
Brooklyn
Bridgeport
New Haven
Hartford
Springfield
Worcester
Providence
Boston
Fall River
New Bedford
Burlington
Montpelier
Manchester
Portsmouth
Baltimore
Washington
Wilmington
Atlantic City
Richmond
Norfolk
Portsmouth
Newport News
Roanoke
Lynchburg
Charleston
Huntington
Wheeling
Knoxville
Nashville
Bowling Green
Durham
Raleigh
Greensboro
Winston-Salem
High Point
Salisbury
Wilson
Rocky Mount
Goldsboro
Kinston
New Bern
Elizabeth City
Traverse City
Saginaw
Bay City
Flint
Lansing
Grand Rapids
Kalamazoo
Battle Creek
Jackson
Detroit
Port Huron
Pontiac
Royal Oak
NEW BRUNSWICK
MAINE
N.H.
VT.
MASS.
CONN.
R.I.
N.J.
DEL.
W.VA.


Watsonville
Monterey
Fresno
Visalia
San Luis Obispo
Bakersfield
Santa Barbara
Glendale
Pasadena
Los Angeles
Long Beach
San Bernardino
Riverside
Santa Ana
San Diego
El Centro
Yuma
Las Vegas
Cedar City
Grand Junction
Colorado Springs
Pueblo
La Junta
Durango
Alamosa
Garden City
Dodge City
Great Bend
Hutchison
Enid
Prescott
Jerome
Phoenix
Globe
Safford
Tucson
Lowell
ARIZONA
NEW MEXICO
Santa Fe
Las Vegas
Albuquerque
Tucumcari
Clovis
Roswell
Hobbs
Carlsbad
El Paso
Amarillo
Pampa
Elk City
Lawton
Vernon
Wichita Falls
Plainview
Lubbock
Big Spring
Midland
Sweetwater
Abilene
Brownwood
Pecos
San Angelo
Brady
San Antonio
Laredo
Corpus Chr
Weslaco
TEX
MEXICO
+ 7 HOURS
+ 6 HOURS
+ 5 HOURS
+4 HRS
+ 3 HOURS
International Date Line
ALASKA
Fairbanks
Anchorage
YUKON
N.W. TERR.
BRITISH COLUMBIA
Juneau
Ketchikan
Time Zones Shown in Hours Later Than Eastern Time
Scale of Miles
0 100 200 300 400
EASTERN TIME - 5½ HOURS
Lihue
Honolulu
Hilo
TERRITORY OF HAWAII
Scale of Miles
0 50 100
EASTERN TIME
San Juan
PORTO RICO
Mayaguez
Ponce
Scale of Miles
0 25 50

CITIES WITH STANDARD RADIO BRO


Atchison
Manhattan
Topeka
Kansas City
Lawrence
Salina
Emporia
Great Bend
KANSAS
Hutchison
Wichita
Dodge City
Pittsburg
Coffeyville
Joplin
Ponca City
Bartlesville
Enid
Tulsa
Muskogee
Okmulgee
Oklahoma City
Shawnee
Norman
Ada
Elk City
Lawton
Ardmore
Vernon
Wichita Falls
Sherman
Paris
Denton
Fort Worth
Dallas
Abilene
Texarkana
Shreveport
Longview
Kilgore
Tyler
Corsicana
Palestine
Brownwood
Waco
Angelo
Brady
Temple
Lufkin
Huntsville
College Station
Austin
Beaumont
Port Arthur
Houston
Galveston
San Antonio
Victoria
Corpus Christi
Laredo
Weslaco
Harlingen
Brownsville
Sedalia
Columbia
Jefferson City
Springfield
Joplin
Poplar Bluff
Cape Girardeau
Louis
East St. Louis
Vincennes
Evansville
Henderson
Owensboro
Herrina
Harrisburg
Cairo
Paducah
Hopkinsville
Bowling Green
Clarksville
Nashville
Cookeville
Knoxville
Louisville
Lexington
Ashland
Huntington
Portsmouth
Charleston
Williamson
Logan
Welch
Beckley
Bluefield
Harlan
Bristol
Kingsport
Johnson City
Siloam Springs
Fort Smith
Jonesboro
Blytheville
Memphis
Jackson
Little Rock
Hot Springs
Pine Bluff
Helena
El Dorado
Greenville
Greenwood
Columbus
Vicksburg
Jackson
Meridian
Monroe
Alexandria
Natchez
McComb
Hattiesburg
Laurel
Gulfport
Lake Charles
Lafayette
Baton Rouge
New Orleans
Mobile
Pensacola
Muscle Shoals City
Decatur
Huntsville
Chattanooga
Dalton
Gadsden
Rome
Cedartown
Anniston
Birmingham
Bessemer
Tuscaloosa
Selma
Montgomery
Opelika
Columbus
La Grange
ALABAMA
Dothan
Panama City
Tallahassee
Thomasville
Valdosta
Moultrie
Albany
Cordele
Macon
Griffin
Atlanta
Gainesville
Athens
Toccoa
Anderson
Greenwood
Greenville
Spartanburg
Gastonia
Charlotte
Augusta
Columbia
Sumter
Florence
Charleston
Savannah
Waycross
Brunswick
Jacksonville
St. Augustine
Gainesville
Ocala
Daytona Beach
Orlando
Tampa
Lakeland
St. Petersburg
Sarasota
Ft. Myers
Palm Beach
West Palm Beach
Ft. Lauderdale
Miami
Miami Beach
Charlottesville
Richmond
Covington
Lynchburg
Roanoke
Martinsville
Danville
Newport News
Portsmouth
Norfolk
Suffolk
Elizabeth City
Roanoke Rapids
Rocky Mount
Burlington
Durham
Winston-Salem
High Point
Greensboro
Raleigh
Wilson
Greenville
Washington
Salisbury
Goldsboro
Kinston
New Bern
Hickory
Asheville
Concord
Fayetteville
Wilmington
SOUTH CAROLINA
W. VA.

Published January 1, 1944 by

# BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

National Press Building Washington, D. C.

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CITIES HAVING

▲ ONE STATION ■ THREE STATIONS
● TWO STATIONS ★ FOUR OR MORE STATIONS

For lists of stations by states, call letters and frequency,
Consult BROADCASTING 1944 YEARBOOK

BASE MAP COPYRIGHT A. B. MUIRHEAD, INC.

# BROADCAST STATIONS-UNITED STATES AND CANADA

# PUSH BACK THE HORIZON

LOOK at New England as a whole — not just a part of it.

The real potentialities of the New England market can be largely wasted if you try to cover too much area with two or three stations.

By taking the broad view, by bringing into focus all the cities of New England and their trading zones, it becomes apparent that you need a network to sell New England as a unit.

There is but one network that will do this job — do it thoroughly by giving you the right stations in the twenty-one places where you need the impact of primary coverage.

Add these twenty-one Yankee stations together, with their local acceptance based on long standing success and the friendship and support of their communities — the result is all-over primary coverage of New England.

Yankee's twenty-one stations bring all markets within your reach in the only way they can be reached by radio.

**ACCEPTANCE**
is
The
YANKEE
NETWORK'S
**FOUNDATION**

## THE YANKEE NETWORK, INC.

*Member of the Mutual Broadcasting System*

21 BROOKLINE AVENUE, BOSTON 15, MASS.
EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

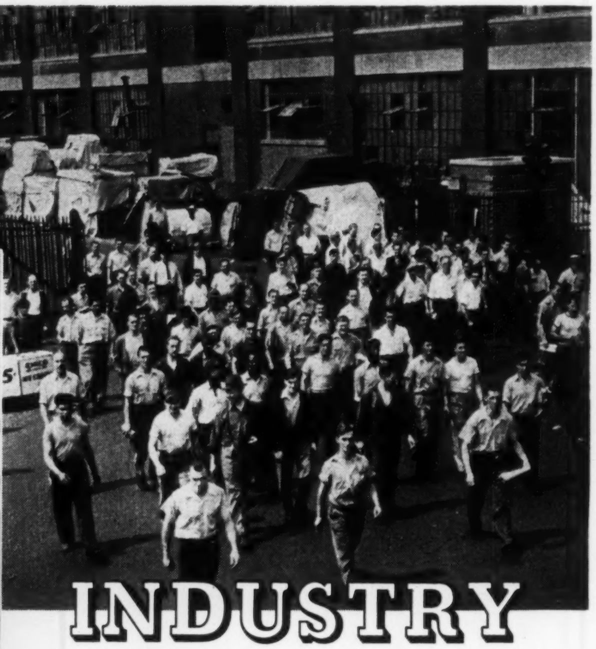
ublished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

# TWO RICH MARKETS IN ONE..

In the four-state WLS Major Coverage Area, there are almost 15,000,000 people, two thirds of them urban, one-third rural—three and a half million radio homes, all with greater incomes than they have ever known before! Whether you wish to reach the workers in industry or in agriculture, WLS provides the way to sell them.

Nowhere else in America is there such a broad area of farm prosperity as in the WLS Major Coverage Area. With War Production their incentive, men on some 650,000 fertile farms are reaping cash harvests larger than they have in years. And this extra abundance for them means extra sales opportunities for you.

## AGRICULTURE



## INDUSTRY

There are 357 cities and towns in the WLS area, 123 of them over 10,000 population. These cities are the manufacturing and distributing centers, where men on War Production jobs in factories are bringing home pay envelopes the like of which they have not had before.

Dominating this rich market, both its cities and its farms, is radio station WLS. Our kinship with the hard-working people of this area is one reason why "WLS is one of the family in Midwest America"... a reason why *WLS Gets Results!* For specific examples of results for advertisers, just ask us . . . or ask the John Blair man.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

# WLS

The
**PRAIRIE
FARMER
STATION**

Burridge D. Butler
*President*

Glenn Snyder
*Manager*

**REPRESENTED BY
JOHN BLAIR & COMPANY**

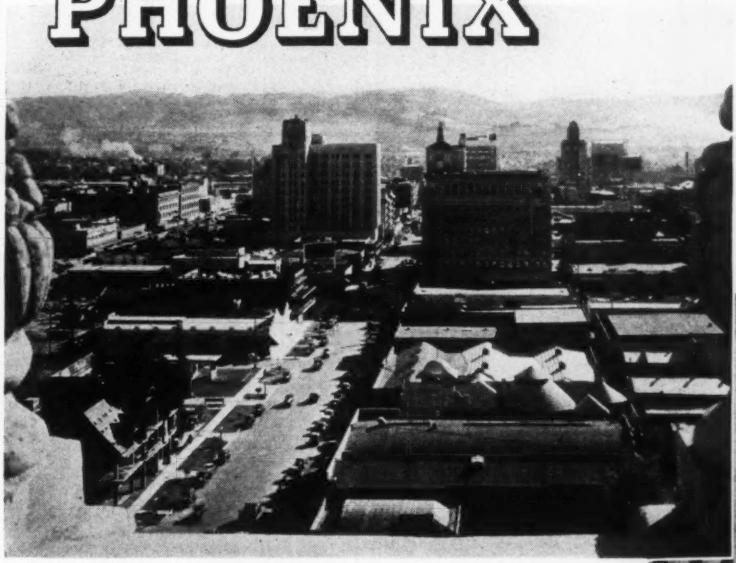
**CHICAGO**

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWE

# IT TAKES MORE THAN ONE..

It takes more than one-city coverage to sell completely the Arizona market. Arizona's population and Arizona's spending are concentrated around Phoenix and Tucson. KOY and KTUC in these cities, plus KSUN in Bisbee-Lowell, give you coverage of 98% of the radio homes in Arizona!

## PHOENIX



Phoenix, KOY's hometown, capital and largest city in the state, has a population (OPA 1943) of 83,100, a gain of 27% from the 1940 Census. Maricopa County (Phoenix) in the year ending September 30 had retail sales of $122,709,000, an effective buying income of $221,196,000—definitely the Number One market in a half-billion dollar state.

Tucson, county seat of Pima County and home of KTUC, has a 1943 population of 45,400, up 23% from 1940. Pima County in the year ending September 30 had retail sales of $55,538,000 and an effective buying income of $92,491,000. Here's the Number Two, *must* market in Arizona!

## TUCSON

## AND TO COMPLETE YOUR ARIZONA COVERAGE...

**--KSUN,** Bisbee-Lowell, third station of the Arizona Network. No other station puts an adequate daytime signal into Cochise County, where there are 35,200 people with an effective buying income of $29,048,000. With the complete Arizona Network, you cover the area where 99% of all retail sales are made!

## *The Arizona Network*

**KSUN**
**Bisbee-Lowell**
Carl Morris, Manager
**1230 Kilocycles**
**250 Watts**

**KOY**
**PHOENIX**
**550**
**KILOCYCLES**
Harold A. Safford, Manager

**KTUC**
**TUCSON**
Lee Little, Manager
**1400 Kilocycles**
**250 Watts**

MANAGEMENT AFFILIATED WITH **WLS**, CHICAGO ★ ★ ★ REPRESENTED BY JOHN BLAIR & COMPANY

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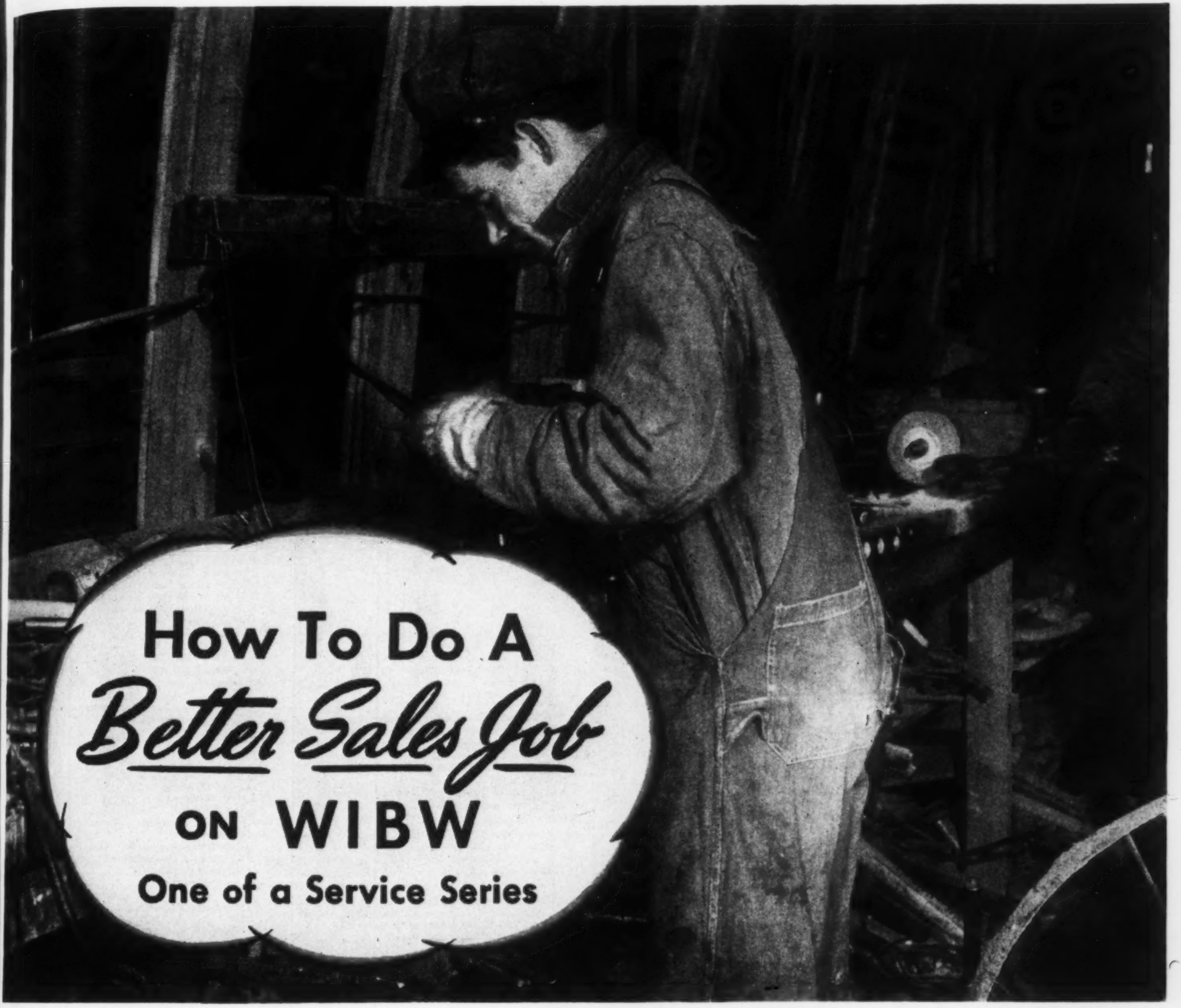

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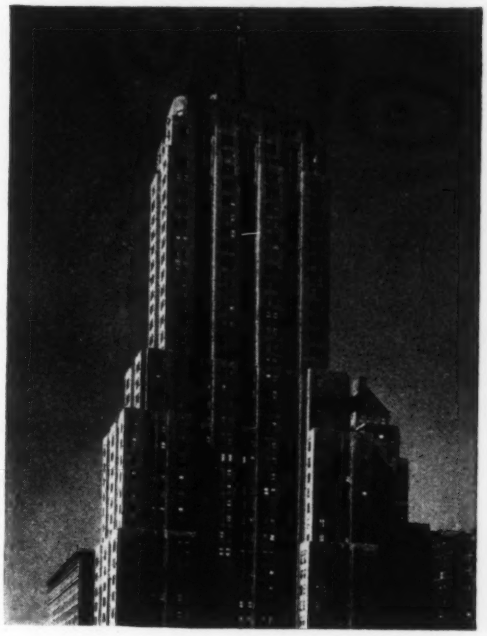

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  *for Brown & Williamson Tobacco Corporation*
- "People Are Funny"
  *for Brown & Williamson Tobacco Corporation*
- RAY DADY
  *for The Grove Laboratories, Inc.*
- "Reveille Roundup"
  *for The Grove Laboratories, Inc.*
- ED SULLIVAN
  *for The Mennen Company*
- "World News Parade" *with*
  UPTON CLOSE
  *for W. A. Sheaffer Pen Company*

**RUSSEL M. SEEDS COMPANY,** *Advertising*

Palmolive Building Chicago 11, Illinois

# *Meet* WOW's *Little Brother*

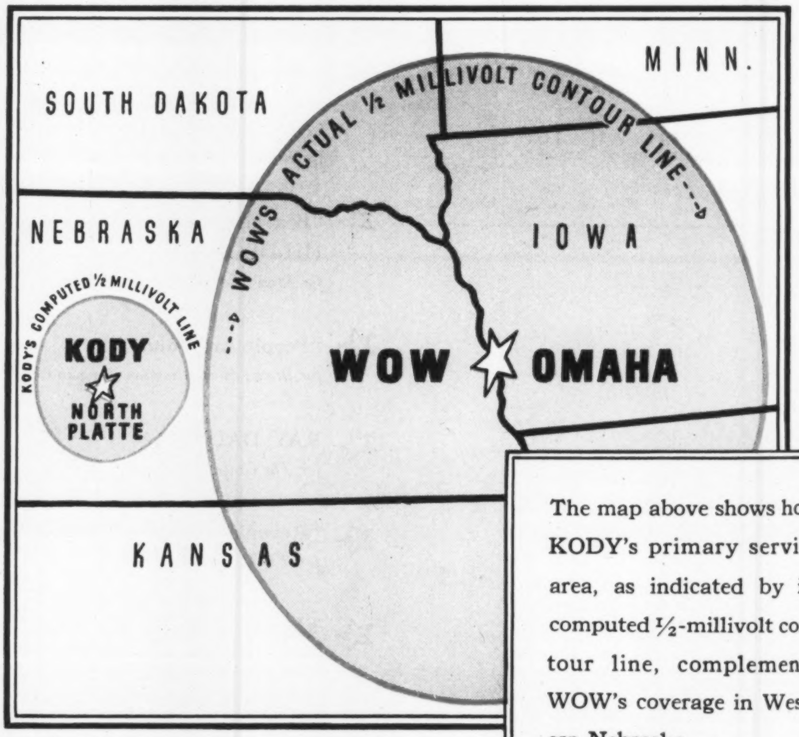
Radio Station WOW, which has served Western Iowa and Eastern Nebraska with primary radio coverage for more than 20 years, now has a little brother—KODY, so named to perpetuate the memory of the great plainsman and superb showman, "Buffalo Bill" Cody.

KODY gives primary coverage in a small but rich market that is adequately served by no other radio station. The combination of WOW and KODY will give radio advertisers primary coverage of most important markets in Western Iowa and Nebraska, plus portions of South Dakota, South-Western Minnesota and Northern Kansas.

WOW's ½-millivolt contour line extends approximately 190 miles East and West of Omaha, and approximately 200 miles North and South of Omaha.

* * * * * * *

There are now good availabilities on WOW. On KODY there are excellent quarter-hour, news sponsorship and spot availabilities.


SOUTH DAKOTA
MINN.
WOW'S ACTUAL ½ MILLIVOLT CONTOUR LINE
NEBRASKA
IOWA
KODY'S COMPUTED ½ MILLIVOLT LINE
KODY
NORTH PLATTE
WOW
OMAHA
KANSAS

The map above shows how KODY's primary service area, as indicated by its computed ½-millivolt contour line, complements WOW's coverage in Western Nebraska.

## *Write,* WIRE, OR 'PHONE

# KODY

**NBC**

## NORTH PLATTE, NEBR.

*In the Heart of the "Buffalo Bill Country"*

This new, full-time NBC outlet is owned and operated by Radio Station WOW, Inc., and all the facilities of Omaha's big NBC station will be available to KODY.

KODY will give PRIMARY coverage in the small but very substantial North Platte market. North Platte is essentially a railroad city, the most populous in the Western half of Nebraska. Its trade territory, however, embraces thousands of acres of the finest grasslands and irrigated farms, the income from which, added to the railroad and other industrial payrolls, gives the North Platte area a balanced economy, making it a worth while year-around market.

### IT'S JOHNNY GILLIN'S STATION

KODY will be operated by the same efficient management which has made WOW one of the outstanding radio stations in the country, and will have the personal attention of Johnny Gillin, who is determined to make KODY the "biggest little station in the world."

KODY will be a PROFITABLE buy for any advertiser desiring to penetrate the Western Nebraska market.

**RADIO STATION**

# WOW

**OMAHA, NEBRASKA**

**AND KODY AT NORTH PLATTE**

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

**TODAY FOR COMPLETE DETAILS**
**BOUT KODY . . . Or Call Your Nearest**
**ohn Blair Man.**

# TWO BIRDS*

(. . . but look at what birds!)

# . . . with ONE stone!

NOW, one-package coverage of two prosperous, alert, stable markets — central and eastern New York — both notably better than average in income, living standards, responsiveness — becomes available in the combination rate of the Wilder stations:

***WSYR, Syracuse**
**— the only NBC station covering central New York.**

***WTRY, Troy**
**— Basic Blue — concentrated coverage in the Capitol area where concentration counts.**

Rates, individual or combined, market data, and other information, may be had from either station or their national representative.

**WSYR**
**SYRACUSE, N. Y.**
**5000 W. at 570 Kc.**
**Basic Red**

**WTRY**
**TROY, N. Y.**
**1000 W. at 980 Kc.**
**Basic Blue**

H. C. WILDER, President

**REPRESENTED BY RAYMER**

It's true now, more than ever—

MARKETS ARE PEOPLE WITH MONEY!

Portland payrolls have increased, since the war started, from an average of $7,450,000 per month in 1941—to around $38,000,000 per month. Proportionate increases have taken place throughout the KGW service area. There are plenty of *people with money* in this market! To sell 'em, tell 'em over KGW.

KGW

PORTLAND, OREGON • NBC AFFILIATE
Represented Nationally by Edward Petry & Co.

BADGES
8000
8300
7001
7700
6400
7000
5700
6300
4800
5600

A very small portion of the payroll lines at one of the Kaiser shipyards in Portland

Allstate Insurance Company
*Ruthrauff & Ryan, Inc.*

Allied Mills, Inc.
Wayne Feeds
*Louis E. Wade, Inc.*

American Chicle Company
Black Jack Gum
*Badger and Browning & Hersey, Inc.*

American Industries Salvage Committee
Steel Scrap Drive
*McCann-Erickson, Inc.*

Bismarck Hotel
*Smith, Benson & McClure, Inc.*

British Broadcasting Corporation

Buick Motors Division, General Motors Corp.
Buick Automobiles
*Arthur Kudner, Inc.*

Chicago, Milwaukee, St. Paul & Pacific R. R.
*Roche, Williams & Cunnyngham, Inc.*

Chick Bed Company
Chick Bed Litter
*W. D. Lyon Company*

Colgate-Palmolive-Peet Company
Vel and Palmolive
*Ward Wheelock Co.* and
*Wm. Esty & Co., Inc.*

Columbia Pictures Corporation

Russell C. Comer Advertising Company
Air Adventures of Jimmy Allen

Delaware, Lackawanna & Western Coal Co.
*Ruthrauff & Ryan, Inc.*

Walt Disney Productions

Joseph Dixon Crucible Company
Ticonderoga Pencils
*Federal Advertising Agency, Inc.*

Emerson Drug Company
Bromo-Seltzer
*Ruthrauff & Ryan, Inc.*

Christian Feigenspan Brewing Company
Feigenspan and Dobler
P.O.N. Beers and Ales
*E. T. Howard Co.*

Feltman-Curme Shoe Stores Co.
Feltman-Curme Shoes
*Russell C. Comer Advertising Co.*

Forum Cafeterias of America
*R. J. Potts-Calkins & Holden, Inc.*

Griesedieck-Western Brewery Co.
Stag Beer
*Maxon, Inc.*

Grocery Store Products Sales Co., Inc.
Fould's Macaroni Products
*Campbell-Ewald Co., Inc.*

Chr. Hansen's Laboratory, Inc.
"Junket" Quick Fudge Mix
*Mitchell Faust Advertising Co.*

Andrew Jergens Co.
Woodbury's Products
*Lennen & Mitchell, Inc.*

Knox Company
Mendaco Asthma Remedy
*Allen C. Smith Advertising Co.*

Lever Brothers Co.
Lifebuoy Soap
*Ruthrauff & Ryan, Inc.*

Lockheed Aircraft Corporation
*Foote, Cone & Belding*

W. E. Long Company
Syndicated Bakery Service

Lyon Van & Storage Co.
*Batten, Barton, Durstine & Osborn, Inc.*

Muntz Car Company
*Raymond R. Morgan Company*

National Broadcasting Company

Naval Aviation Selection Board

Navy Seabees
U. S. Navy, Construction Battalions

Norfolk & Western Railroad

Office of Civilian Defense (Region Six)

Pabst Sales Company
Pabst Beverage Products
*Warwick & Legler, Inc.*

Pan American Coffee Bureau
Iced Coffee
*Buchanan & Co., Inc.*

Piel Brothers
Piel's Beer
*Sherman K. Ellis & Co., Inc.*

Purity Bakeries Service Corp.
Taystee Bread, Grennan Cakes

Quaker Oats Company
Quaker Oats and Mothers Oats
*Ruthrauff & Ryan, Inc.*

Radio Corporation of America
*Ruthrauff & Ryan, Inc.*

RKO Radio Pictures, Inc.

Alvino Rey and His Orchestra

Shell Oil Company, Inc.
*J. Walter Thompson Co.*

Southern Bell Telephone Company
*Tucker Wayne & Company, Inc*

Stanco, Inc.
Mistol
*McCann-Erickson, Inc.*

Thorobread Company
Thorobread Kibbled Dog Food
*Keelor & Stites Company, Inc*

Union Oil Co. of California

U. S. Treasury Department

Universal Pictures Company, Inc.

Velie-Ryan, Inc.
Nesbitt's California Orange Drin

Warner Brothers Pictures, Inc.

Waste Paper Consuming Industries
Waste Paper Salvage Drive
*Olian Advertising Company*

Willards Chocolates, Ltd.
*Cockfield, Brown & Co., Ltd.*

Radio Stations:
KABC, San Antonio, Texas
KNOW, Austin, Texas
KOMA, Oklahoma City, Okla.
KROW, Oakland, Calif.
KTUL, Tulsa, Okla.
WCKY, Cincinnati, Ohio
WKZO, Kalamazoo, Mich.
WMBR, Jacksonville, Fla.

# A PREDICTION ABOUT SONOVOX

The cut above includes every advertiser and agency who has used Sonovox Talking and Singing Sound, in radio, prior to December 1, 1943.

*Here's a prediction*—that before 1944 is gone, this list will have grown to at least *twice* its present size.

And why not? Today the proof is *pouring* in, that Sonovox

●*Makes radio messages more interruptive, more distinctive, more memorable*

●*Makes the commercial as interesting as the program*

●*Greatly increases sponsor identification, at lowest cost.*

Ten years from now you'll be using Sonovox, in its proper place, as a matter of course. Why not join those pioneers listed above—and cash the dividends that always accrue to the foresighted?

●*Sonovox is sold essentially like talent. Under each license for specific use, a reasonable license fee is charged for Sonovox performing rights. The only additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at standard AFRA scale.*

## WRIGHT-SONOVOX, INC.

*"Talking and Singing Sound"*

**FREE & PETERS, INC.,** ***Exclusive National Representatives***

**CHICAGO:** *180 N. Michigan* Franklin 6373
**NEW YORK:** *444 Madison Ave.* Plaza 5-4130
**SAN FRANCISCO:** *111 Sutter* Sutter 4353
**HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949
**ATLANTA:** *322 Palmer Bl* Main 5667

BROADCASTING
*and*
Broadcast Advertising
1944 YEARBOOK
NUMBER

Copyright 1944, by Broadcasting Publications, Inc.

Vol. 25—No. 6-A WASHINGTON, D. C., FEBRUARY 1, 1944 $5.00 Per Year, Yearbook Number Included

# Broadcast Advertising in 1943

DESPITE shortages, rationing, market dislocations and other wartime problems, radio broadcast advertising reflected the generally increased tempo of economic activity in 1943 and reached a new high of $233,900,000 net time sales according to estimates based upon preliminary information available at this time.

Net time sales represent gross billings less frequency and promotional discounts and therefore are the gross receipts of the industry from the sale of time. These receipts are before deduction of agency commissions, which are considered an expense of sales.

Since in recent years revenue from the sale of time has accounted for between 90% and 95% of the medium's income, it is probable that the total receipts of the broadcasting industry during the year just closed amounted to about $256,000,000, although receipts from the sale of talent and similar miscellaneous income are extremely difficult to estimate.

To these sums should be added approximately $45,000,000 in direct expenditures by advertisers for programs; so that the grand total of expenditures on radio advertising for 1943 should be close to $300,000,000. Talent and program estimates, of course, are extremely tentative.

**Table I**
**RADIO NET TIME SALES 1942-1943**

| *Class of Business* | *1942*[1] | *% Total* | *1943 (Estimated)* | *% Total* |
|---|---|---|---|---|
| National network | $ 84,383,571 | 43.9% | $104,900,000 | 44.8% |
| Regional network | 2,631,788 | 1.3% | 3,000,000 | 1.3% |
| National & regional non-network | 51,059,159 | 26.6% | 60,600,000 | 26.0% |
| Local | 53,898,916 | 28.2% | 65,400,000 | 27.9% |
| Total net time sales | $191,973,434 | 100.0% | $233,900,000 | 100.0% |

[1] Source of 1942 statistics: FCC reports.

### Comparison With Other Media

Broadcasting in the main reflected trends which were general throughout all advertising in 1943. Advertising volume in magazines, in spite of paper restrictions, seems to have increased to about 27% on the basis of data currently available. Linage in general magazines seems to have increased at slightly more than the average rate, while gains among women's magazines and national weeklies seem to have been slightly under the general average. Relative availability of space probably was a conditioning factor in this trend.

Newspaper advertising also fared well during the year. On the basis of Media Records, summaries for the first eleven months of 1943, newspaper linage increased 13.2% over the preceding year. The greatest increase was in classified advertising, which rose 31.4% and is accounted for by the current manpower shortage. General advertising rose 27.5%, or slightly more than either national network or national non-network radio advertising volume. Retail advertising seems to have lagged, as indicated by a rise of but 4.1% in department storage linage.

### Trends Within the Medium

Gains were general throughout all portions of the radio medium in 1943, with the greatest increase taking place in national network volume. Net time sales of national networks in 1943 increased 24.8% over the previous year's level. As will be noted in Table IV, a considerable portion of the national network increase came from new types of sponsors and from a rising volume of institutional advertising.

For the first time in a number of years, local broadcast advertising gained strongly. Radio advertising volume of this type was 21.1% above the preceding year. While it is difficult to appraise the causes of this marked increase, several can be suggested. One of them is the new local advertising opportunities which have arisen in towns that, prior to the war, were secondary marketing centers, but which now have attained new importance due to closeness to army camps or because of the location of war industries in or near them. Another is the varying condition of retail inventories and the heavy demand for luxury goods, novelties and high style merchandise, particularly in boom towns.

**Official Count of U. S. Broadcasting Stations**
*(From records of FCC)*

| | |
|---|---|
| Jan. 1, 1922 | 30 |
| March 1, 1923 | 556 |
| Oct. 1, 1924 | 530 |
| June 30, 1925 | 571 |
| June 30, 1926 | 528 |
| *Feb. 23, 1927 | 733 |
| July 1, 1928 | 677 |
| Nov. 9, 1929 | 618 |
| July 1, 1930 | 612 |
| July 1, 1931 | 612 |
| Jan. 1, 1932 | 608 |
| Jan. 1, 1933 | 610 |
| †Jan. 1, 1934 | 591 |
| Jan. 1, 1935 | 605 |
| Jan. 1, 1936 | 632 |
| Jan. 1, 1937 | 685 |
| Jan. 1, 1938 | 721 |
| Jan. 1, 1939 | 764 |
| Jan. 1, 1940 | 814 |
| Jan. 1, 1941 | 882 |
| Jan. 1, 1942 | 923 |
| Jan. 1, 1943 | 917 |
| Jan. 1, 1944 | 912 |

** Federal Radio Commission takes over regulation from Dept. of Commerce.*

*† Federal Communications Commission replaced Federal Radio Commission July 11, 1934.*

National and regional non-network continued to show strength, increasing 18.6% during the year. It must be kept in mind that a marked increase in national network volume frequently exerts a "braking" pressure on national and regional non-network business by reason of the saturation of the most desirable broadcasting hours. Regional network advertising increased approximately 16%.

### Business by Class of Station

While it is difficult to estimate changes in advertising volume by class of stations on the basis of preliminary data secured by sampling, nevertheless a number of tendencies seem reasonably clear with regard to 1943. Barring the smallest stations, situated in the poorest markets, stations of all classes seem to have fared well during the year just passed. Non-network advertising on 50 kw clear channel stations seems to have increased about 25% during 1943 with somewhat greater increases having taken place in local volume than in national and regional non-network business. Saturation of the most desirable hours with network programs probably is an important factor in explaining this interesting development. Gains seem to have been somewhat less on 5 to 25 kw. clear channel stations.

National and regional non-network volume on unlimited time regional stations seems to have increased slightly less than 15%, while local volume seems to have gained approximately 20%.

One of the most interesting developments of the year was an in-

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[1] Net time sales estimates have been based primarily upon data for representative stations, together with information secured from certain networks.

# RETAIL RADIO SALES IN THE UNITED STATES, 1922 - 1943

(Compiled for the 1944 BROADCASTING YEARBOOK by O. H. Caldwell, Editor of "Radio Retailing Today")

| | Total Sets Sold | | Total Tubes Sold | | Auto Sets Sold | | Total Sales of Broadcast Receivers, Tubes, Batteries Parts | Homes with Radio Sets | Auto Sets in Use | Total Radio Sets In Use in U. S. |
|---|---|---|---|---|---|---|---|---|---|---|
| | *Number* | *Value* | *Number* | *Value* | *Number* | *Value* | *Value* | *Number* | *Number* | |
| **1922** | 100,000 | $5,000,000 | 1,000,000 | $6,000,000 | ....... | .......... | $60,000,000 | 60,000 | ......... | [1] 400,000 |
| **1923** | 550,000 | 15,000,000 | 4,500,000 | 12,000,000 | ....... | .......... | 136,000,000 | 1,000,000 | ......... | [1] 1,500,000 |
| **1924** | 1,500,000 | 100,000,000 | 12,000,000 | 36,000,000 | ....... | .......... | 358,000,000 | 2,500,000 | ......... | 3,000,000 |
| **1925** | 2,000,000 | 165,000,000 | 20,000,000 | 48,000,000 | ....... | .......... | 430,000,000 | 3,500,000 | ......... | 4,000,000 |
| **1926** | 1,750,000 | 200,000,000 | 30,000,000 | 58,000,000 | ....... | .......... | 506,000,000 | 5,000,000 | ......... | 5,000,000 |
| **1927** | 1,350,000 | 168,000,000 | 41,200,000 | 67,300,000 | ....... | .......... | 425,600,000 | 6,500,000 | ......... | 6,500,000 |
| **1928** | 3,281,000 | 400,000,000 | 50,200,000 | 110,250,000 | ....... | .......... | 690,550,000 | 7,500,000 | ......... | 8,500,000 |
| **1929** | 4,428,000 | 600,000,000 | 69,000,000 | 172,500,000 | ....... | .......... | 842,548,000 | 9,000,000 | ......... | 10,500,000 |
| **1930** | 3,827,800 | 300,000,000 | 52,000,000 | 119,600,000 | 34,000 | $3,000,000 | 496,432,000 | 12,048,762 | ......... | 13,000,000 |
| **1931** | 3,420,000 | 225,000,000 | 53,000,000 | 69,550,000 | 108,000 | 5,940,000 | 300,000,000 | 14,000,000 | 100,000 | 15,000,000 |
| **1932** | 3,000,000 | 140,000,000 | 44,300,000 | 48,730,000 | 143,000 | 7,150,000 | 200,000,000 | 16,809,562 | 250,000 | 18,000,000 |
| **1933** | 3,806,000 | 230,099,000 | 59,000,000 | 49,000,000 | 724,000 | 28,598,000 | 300,000,000 | 20,402,369 | 500,000 | 22,000,000 |
| **1934** | 4,084,000 | 270,000,000 | 58,000,000 | 36,600,000 | 780,000 | 28,000,000 | 350,000,000 | 21,456,000 | 1,250,000 | 28,000,000 |
| **1935**[2] | 6,026,800 | 330,192,480 | 71,000,000 | 50,000,000 | 1,125,000 | 54,562,500 | 370,000,000 | 22,869,000 | 2,000,000 | 30,500,000 |
| **1936**[2] | 8,248,000 | 450,000,000 | 98,000,000 | 69,000,000 | 1,412,000 | 69,188,000 | 500,000,000 | 24,600,000 | 3,500,000 | 33,000,000 |
| **1937**[2] | 8,064,780 | 450,000,000 | 91,000,000 | 85,000,000 | 1,750,000 | 87,500,000 | 537,000,000 | 26,666,500 | 5,000,000 | 37,600,000 |
| **1938**[2] | 7,100,000 | 250,000,000 | 80,000,000 | 105,000,000 | 800,000 | 32,000,000 | 340,000,000 | 27,500,000 | 5,800,000 | 40,800 000 |
| **1939**[2] | 10,538,000 | 355,000,000 | 98,000,000 | 120,000,000 | 1,400,000 | 54,000,000 | 450,000,000 | 28,700,000 | 6,500,000 | 45,200 000 |
| **1940**[2] | 11,150,000 | 380,000,000 | 110,000,000 | 110,000,000 | 1,800,000 | 60,000,000 | 500,000,000 | 29,300,000 | 7,500,000 | 50,100,000 |
| **1941**[2] | 13,100,000 | 460,000,000 | 130,000,000 | 143,000,000 | 2,000,000 | 70,000,000 | 600,000,000 | 30,300,000 | 8,500,000 | 56,000,000 |
| **1942**[2] | 4,400,000 | 154,000,000 | 87,700,000 | 96,000,000 | 350,000 | 12,250,000 | 360,000,000 | 30,800,000 | 8,750,000 | 59,340 000 |
| **1943**[2] | [3] 700,000 | [3] 24,000,000 | 17,000,000 | 19,000,000 | ....... | .......... | 60,000,000 | [4] 32,500,000 | 8,000,000 | 57,000,000 |

[1] Includes home-built sets.

[2] Figures for sets include value of tubes in receivers. Totals include exports. In normal years, replacement tubes have run from 25% to 40% of total tube sales. All figures are at retail value.

[3] Based on Survey of Consumer Requirements, made at the request of the War Production Board Office of Civilian Requirements by the Bureau of the Census, U. S. Dept. of Commerce, Dec. 1943 (Broadcasting, Dec. 20, 1943). Estimate of 700,000 sets sold includes 350,000 new and 350,000 used sets.

[4] Based on WPB Survey of Consumer Requirements (Broadcasting, Dec. 20, 1943). Figure of 32,500,000 radio homes reflects conservatism of past estimates; does not mean an increase in radio homes during 1943, although SCR indicated civilians bought 700,000 new and used sets during the year. SCR total further validated by large number of sets manufactured and sold 1939-42. Applying SCR percentage of out-of-order sets (8.5% as of Dec. 1943) the number of radio homes with sets in use that month would approximate 30 million. Scheduling of production of tubes and parts, ordered by WPB, was expected to restore large numbers of out-of-order sets to operation during 1st quarter and 2nd quarter of 1944.

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crease of between 40% and 45% in national and regional business on unlimited time local stations. Undoubtedly one of the important reasons for this development is the extension of network facilities to increasing numbers of local stations; since national non-network business tends to follow network affiliation. This gain also quite probably can be explained in part by the relative saturation of full time clear channel and regional stations and by the emergence of a number of secondary markets to major importance due to war time shifts in industry and the proximity of army camps.

### Comparison With Pre-War Years

Following a brief period of uncertainty in 1942, when volume increased less than usual, radio advertising has forged steadily ahead during the war years. Estimated net time sales in 1943 were 80% greater than in 1939—the year of the outbreak of the European conflict—and were 29.5% above the level of 1941 when this country entered the war.

Gains have been fairly general throughout the medium since 1941, national network volume having increased 31%, national and regional non-network advertising 34% and local broadcast advertising volume 25%.

Increases since 1939 have been as follows: national networks, 54%; national and regional non-network, 90%; and local, 87%. The greater relative gain of the non-network volume since 1939 reflects a general trend toward those portions of the medium which had been active ever since the recovery from the 1929-1933 depression.

Total net time sales of the broadcasting industry are presented in Table II. It will be noted that the 1943 increase is the greatest experienced by the medium since the 1938 business recession.

### TABLE II
### Total Radio Net Time Sales
### 1937-1943

| *Year* | *Net time sales* | *% Change from Previous yr.* |
|---|---|---|
| 1937 | $117,903,973 | ----- - |
| 1938 | 117,379,459 | — 0.4% |
| 1939 | 129,968,026 | +10.7% |
| 1940 | 155,686,247 | +19.7% |
| 1941 | 179,753,217 | +13.3% |
| 1942 | 191,973,434 | + 6.6% |
| 1943 | 233,900,000<br>(Estimated) | +21.8% |

### Gross Billings in 1943

Gross billings are helpful in a comparison of radio advertising volume with that of other media. due to the fact that variations in discount structures and limitations of available statistics make it extremely difficult to compare advertising volume except on the one-time rate. However, it should be remembered that, for purposes of basic analysis, the heavy discount structures of radio cause the gross billings figure to be more than a little deceptive. Gross billings for radio time in 1943 are estimated at $307,191.000 and are set forth in Table III.

### TABLE III
### Estimated Gross Billings
### 1943

| *Class of Business* | *Estimated gross billings* |
|---|---|
| National network | $151,791.000 |
| Regional network | 3,700,000 |
| National & regional non-network | 73,500,000 |
| Local | 78,200,000 |
| Total gross billings | $307,191.000 |

### National Network Advertising by Class of Product

National network advertising by class of product is presented in Table IV on a gross billings basis. Practically all product groups increased their network advertising expenditures during 1943, the only exception being the soap, cleanser and household product classification which declined 2.6%.

Automotive advertising led the field in relative increase with a gain of 112.0% followed by an increase of 102.1% in the volume of the miscellaneous group. As mentioned previously, this was due primarily to the entrance of new forms of business into the radio field and even more, probably, to the increase in institutional advertising.

## Table IV
## NATIONAL NETWORK GROSS BILLINGS BY PRODUCT GROUPS

| *Product group* | *1942* Gross billings* | *% Total* | *1943 Gross billings (Estimated)* | *% Total* |
|---|---|---|---|---|
| Automobiles & accessories | $ 3,498,000 | 3.0 | $ 7,420,000 | 4.3 |
| Clothing | 1,043,000 | 0.9 | 1,382,000 | 0.9 |
| Electrical household equipment | 615,000 | 0.5 | 1,016,000 | 0.7 |
| Financial & insurance | 582.000 | 0.5 | 1,075,000 | 0.8 |
| Foods, food beverages & confections | 32.643,000 | 28.3 | 41.824.000 | 27.6 |
| Gasoline and oil | 5,375,000 | 4.7 | 7,056,000 | 4.7 |
| House furnishings, etc. | 577,000 | 0.5 | 729,000 | 0.5 |
| Soap, cleansers, etc | 11,780,000 | 10.2 | 11,500,000 | 7.7 |
| Smoking materials | 16,293,000 | 14.1 | 19.007,000 | 12.6 |
| Toilet goods & pharmaceuticals | 34,612,000 | 30.0 | 43.809,000 | 29.0 |
| All other | 8,387,000 | 7.3 | 16,973,000 | 11.2 |
| Total gross billings | $115,405,000 | 100.0% | $151,791,000 | 100.0% |

* *Source: Current Survey of Business.* Bureau of Foreign & Domestic Commerce, U. S. Dept. of Commerce.

*EDITOR'S NOTE: Dr. Herman S. Hettinger, associate professor of marketing, University of Pennsylvania, now on leave with the Office of War Information, has served as* BROADCASTING'S *economist in the preparation of the Yearbook's annual analysis of broadcast advertising. This year, because of his Government work, he was not available for this assignment, but the methods employed by Dr. Hettinger since 1935, and which have shown a remarkable degree of accuracy, were used in projecting this analysis.*

Financial advertising volume rose 84.7% during the year, due mainly to increased insurance volume. Advertising by electrical household equipment manufacturers rose 65.2% due mainly to new institutional programs.

Food advertising increased 28.1% and still remains the backbone of network business, together with the pharmaceutical and cosmetics fields. Network volume of the latter product group rose 26.6% during the year.

Advertising by household equipment manufacturers gained 13.2% over the 1942 level, while advertising of cigarettes and other smoking materials rose 16.6%.

Estimated gross billings for the broadcasting industry as a whole since its inception are found in Table V. These are based upon calculations by Paul F. Peter, NAB director of research and Dr. Herman S. Hettinger for the period 1927-1941 and BRAODCASTING'S estimates for 1942 and 1943.

### TABLE V
### Estimated Radio Gross Billings
### (1927-1943)

| *Year* | *National Networks* | *Others* | *Total* |
|---|---|---|---|
| 1927 | $ 3,833,000 | 987,000 | $ 4,820,000 |
| 1928 | 10,227,000 | 3,873,000 | 14,100,000 |
| 1929 | 19,196,000 | 7,604,000 | 26,800,000 |
| 1930 | 27,694,000 | 12,806,000 | 40,500,000 |
| 1931 | 37,502,000 | 18,498,000 | 56,000,000 |
| 1932 | 39,107,000 | 22,793,000 | 61,900,000 |
| 1933 | 31,516,000 | 25,484,000 | 57,000,000 |
| 1934 | 42,659,000 | 30,228,000 | 72,887,000 |
| 1935 | 49,315,000 | 38,209,000 | 87,524,000 |
| 1936 | 59,671,000 | 47,880,000 | 107,551,000 |
| 1937 | 68,828,000 | 75,314,000 | 144,142,000 |
| 1938 | 71,728,000 | 78,390,000 | 150,118,000 |
| 1939 | 83,114,000 | 88,000,000 | 171,114,000 |
| 1940 | 96,456,000 | 111,500,000 | 207,956,000 |
| 1941 | 106,900,000 | 130,700,000 | 237,600,000 |
| 1942 | 118,200,000 | 136,600,000 | 254,800,000 |
| 1943 | 151,791,000 | 155,400,000 | 307,191,000 |

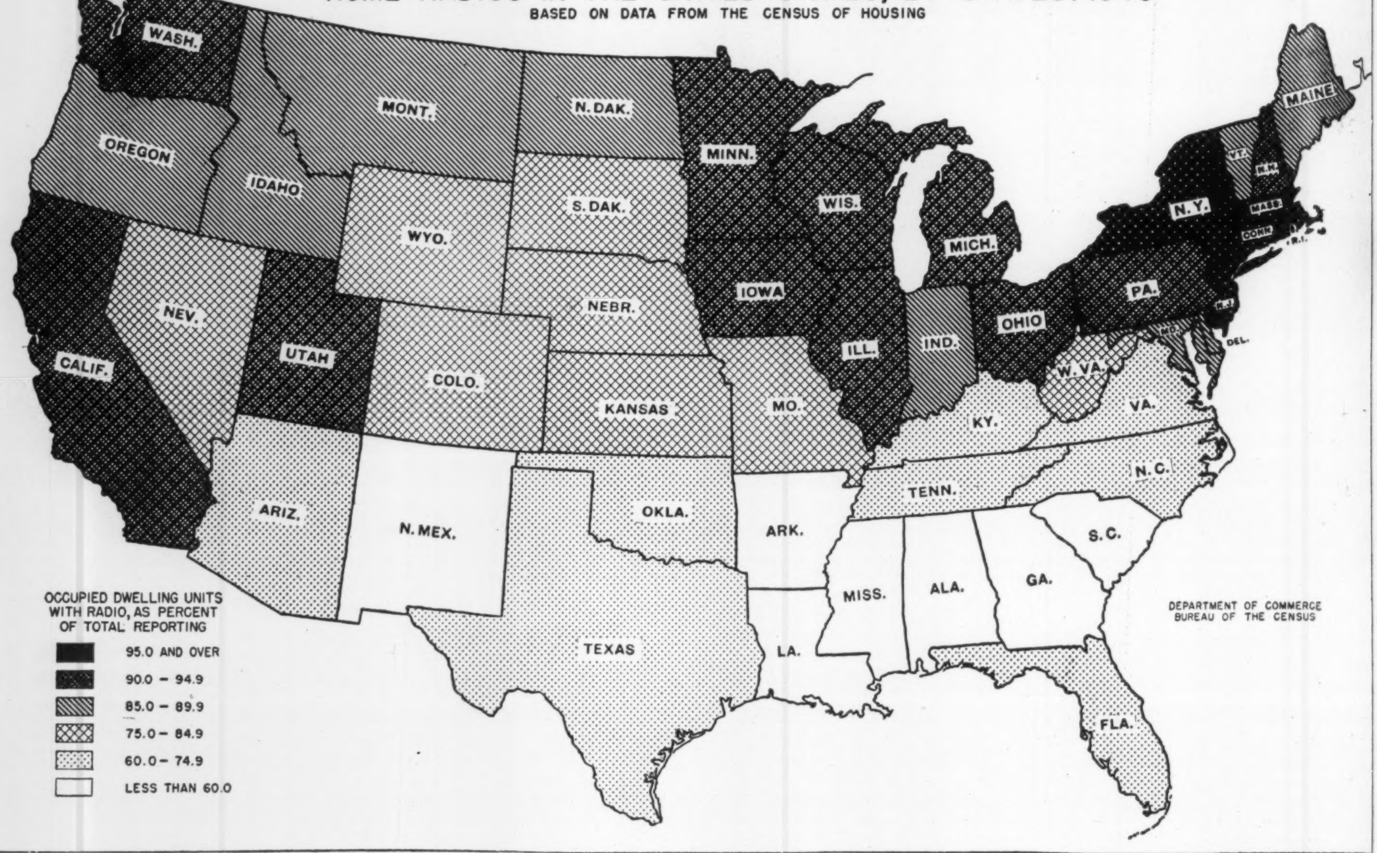
# TESTED RADIO FORMULA*

**Our main job is to know the advertiser's business problems so thoroughly that the finished "product" carries its full share of the load—whether our solution is a chain break or network show. *Fourteen* successful clients like our formula of having no formula except imagination, experience, hard work.** *P.S. It gets results.

*A complete radio staff concentrating solely on radio*

**N·W· AYER & SON·INC** ***Radio Headquarters*** **NEW YORK**

HOLLYWOOD • PHILADELPHIA • CHICAGO • DETROIT
SAN FRANCISCO • BOSTON • HONOLULU • LONDON



HOME RADIOS IN THE UNITED STATES, BY STATES: 1940

BASED ON DATA FROM THE CENSUS OF HOUSING

OCCUPIED DWELLING UNITS WITH RADIO, AS PERCENT OF TOTAL REPORTING
95.0 AND OVER
90.0 – 94.9
85.0 – 89.9
75.0 – 84.9
60.0 – 74.9
LESS THAN 60.0
WASH.
OREGON
CALIF.
IDAHO
NEV.
MONT.
WYO.
UTAH
ARIZ.
COLO.
N. MEX.
N. DAK.
S. DAK.
NEBR.
KANSAS
OKLA.
TEXAS
MINN.
IOWA
MO.
ARK.
LA.
WIS.
ILL.
MICH.
IND.
OHIO
KY.
TENN.
MISS.
ALA.
GA.
FLA.
S.C.
N.C.
VA.
W. VA.
PA.
N.Y.
N.J.
DEL.
MAINE
VT.
N.H.
MASS.
CONN.
R.I.
DEPARTMENT OF COMMERCE BUREAU OF THE CENSUS

"BLUE RIBBON TOWN" *with Groucho* MARX

PABST SALES COMPANY • PABST BLUE RIBBON BEER

*"Metropolitan Opera Auditions of the Air"*

THE SHERWIN-WILLIAMS COMPANY • PAINTS

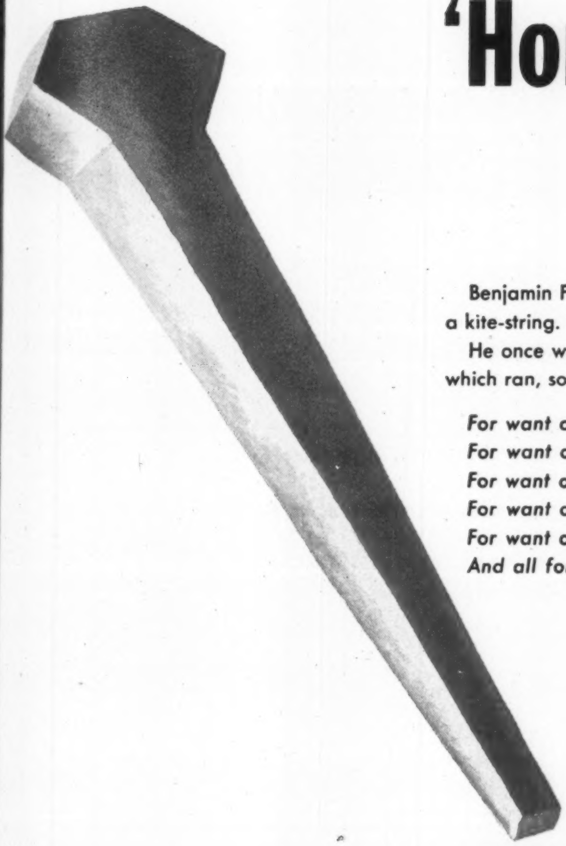
"GANG BUSTERS"

WILLIAM R. WARNER & CO., INC. • SLOAN'S LINIMENT

*Guy Lombardo and his Royal Canadians*

LARUS & BROTHER CO., INC. • CHELSEA CIGARETTES AND EDGEWORTH TOBACCO

WARWICK & LEGLER, INC.



# ‘Horseshoe nails’

Benjamin Franklin drew lightning from heaven down a kite-string. He also wrote common sense.

He once wrote (in Poor Richard’s Almanac) a jingle, which ran, somewhat prophetically, as follows:

*For want of a nail the shoe was lost,*
*For want of a shoe the horse was lost,*
*For want of a horse the rider was lost,*
*For want of a rider the battle was lost,*
*For want of a battle the kingdom was lost—*
*And all for the want of a horseshoe nail.*

# 1944

Victories are made only by battles.

Battles are made only by soldiers and sailors with food and equipment.

Food and equipment are produced only by men and women civilians with a common understanding of the fact that neither victories nor battles can be won without food and equipment for the soldiers and sailors, and a fixed and uniform loyalty to those men.

That common loyalty is made up wholly of individuals who accept and pursue *ideas*.

Ideas are most swiftly, widely and penetratingly dispensed by radio (or lightning from heaven)

**and........**

Since December 7, 1941, when it became apparent that we might not even survive, let alone win a victory, radio has broadcast those ideas, in the following tempo:

In the first two years of war (December 7, 1941 to December 7, 1943) a single American radio network (CBS) broadcast the following "horseshoe nails:"

## OF WAR PROGRAMS 14,759:

of these 8,404 were volunteered by the American business enterprises who advertise their goods and services on the CBS air, and 6,355 were volunteered by the network itself.

## OF WAR ANNOUNCEMENTS 6,410:

of these, 1,699 were volunteered by the network, and 4,711 were broadcast on the time and at the whole expense of CBS advertisers.

## OF WAR NEWS BROADCASTS 11,053:

of these, 6,212 were the objective public-information service of the network, and 4,841 were equally objective CBS News originations sponsored by advertisers.

**THE TOTAL** of this CBS War Broadcasting is pretty formidable. It adds up to 5,699 hours. It adds up to 41% of the total of network operating hours. The whole dollar-and-manpower cost of this effort was a voluntary contribution by American industry through CBS to the single major objective that lies still before us all.

Through 1944 this tempo will not be relaxed.

And whenever peace comes, there will be plenty of new horseshoe nails for the plowhorse, as there have been for the charger.

# AND THESE ARE THE STATIONS THAT DROVE THE NAILS:

| | |
|---|---|
| WADC | Akron, Ohio |
| WGPC | Albany, Ga. |
| WOKO | Albany, N.Y. |
| KGGM | Albuquerque, N.M. |
| WAIM | Anderson, S.C. |
| WWNC | Asheville, N.C. |
| WGST | Atlanta, Ga. |
| WBAB | Atlantic City, N.J. |
| WRDW | Augusta, Ga. |
| KTBC | Austin, Tex. |
| WCAO | Baltimore, Md. |
| WABI | Bangor, Me. |
| WJLS | Beckley, W. Va. |
| WNBF | Binghamton, N.Y. |
| WAPI | Birmingham, Ala. |
| WEEI | Boston, Mass. |
| WKBW | Buffalo, N.Y. |
| WCAX | Burlington, Vt. |
| WMT | Cedar Rapids, Iowa |
| WDWS | Champaign, Ill. |
| WCSC | Charleston, S.C. |
| WCHS | Charleston, W. Va. |
| WBT | Charlotte, N.C. |
| WDOD | Chattanooga, Tenn. |
| WBBM | Chicago, Ill. |
| WCKY | Cincinnati, Ohio |
| WGAR | Cleveland, Ohio |
| KVOR | Colorado Springs, Colo. |
| WRBL | Columbus, Ga. |
| WBNS | Columbus, Ohio |
| KEYS | Corpus Christi, Tex. |
| KRLD | Dallas, Tex. |
| WDAN | Danville, Ill. |
| WHIO | Dayton, Ohio |
| WSOY | Decatur, Ill. |
| KLZ | Denver, Colo. |
| KRNT | Des Moines, Iowa |
| WJR | Detroit, Mich. |
| WCED | Du Bois, Pa. |
| KDAL | Duluth, Minn. |
| WDNC | Durham, N.C. |
| KROD | El Paso, Tex. |
| WERC | Erie, Pa. |
| WEOA | Evansville, Ind. |
| WMMN | Fairmont, W. Va. |
| WAAC | Fort Myers, Fla. |
| WFMD | Frederick, Md. |
| KARM | Fresno, Cal. |
| KILO | Grand Forks, N.D. |
| KFBB | Great Falls, Mont. |
| WTAQ | Green Bay, Wisc. |
| WBIG | Greensboro, N.C. |
| KGBS | Harlingen, Tex. |
| WHP | Harrisburg, Pa. |
| WDRC | Hartford, Conn. |
| KHBC | Hilo |
| KGMB | Honolulu |
| WHOP | Hopkinsville, Ky. |
| KTRH | Houston, Tex. |
| WFBM | Indianapolis, Ind. |
| WHCU | Ithaca, N.Y. |
| WMBR | Jacksonville, Fla. |
| WKZO | Kalamazoo-Gr. Rapids, Mich. |
| KMBC | Kansas City, Mo. |
| WKNE | Keene, N.H. |
| WNOX | Knoxville, Tenn. |
| WLAW | Lawrence, Mass. |
| KFAB | Lincoln, Neb. |
| KLRA | Little Rock, Ark. |
| KNX | Los Angeles, Cal. |
| WHAS | Louisville, Ky. |
| WMAZ | Macon, Ga. |
| KGLO | Mason City, Iowa |
| WREC | Memphis, Tenn. |
| WCOC | Meridian, Miss. |
| WQAM | Miami, Fla. |
| WISN | Milwaukee, Wisc. |
| WCCO | Minneapolis-St. Paul, Minn. |
| KGVO | Missoula, Mont. |
| CKAC | Montreal, Quebec |
| WCOV | Montgomery, Ala. |
| WLBC | Muncie, Ind. |
| WLAC | Nashville, Tenn. |
| WWL | New Orleans, La. |
| WABC | New York, N.Y. |
| KOMA | Oklahoma City, Okla. |
| KOIL | Omaha, Neb. |
| WDBO | Orlando, Fla. |
| WPAD | Paducah, Ky. |
| WPAR | Parkersburg, W. Va. |
| WKBD | Peoria, Ill. |
| WCAU | Philadelphia, Pa. |
| KOY | Phoenix, Ariz. |
| WJAS | Pittsburgh, Pa. |
| WGAN | Portland, Me. |
| KOIN | Portland, Ore. |
| WPRO | Providence, R.I. |
| WTAD | Quincy, Ill. |
| WRVA | Richmond, Va. |
| WDBJ | Roanoke, Va. |
| WHEC | Rochester, N.Y. |
| KROY | Sacramento, Cal. |
| WFOY | St. Augustine, Fla. |
| KMOX | St. Louis, Mo. |
| KSL | Salt Lake City, Utah |
| KTSA | San Antonio, Tex. |
| KQW | San Francisco, Cal. |
| WKAQ | San Juan |
| KVSF | Santa Fe, N.M. |
| WSPB | Sarasota, Fla. |
| WTOC | Savannah, Ga. |
| WGBI | Scranton, Pa. |
| KIRO | Seattle, Wash. |
| KWKH | Shreveport, La. |
| WSBT | South Bend, Ind. |
| WSPA | Spartanburg, S.C. |
| KFPY | Spokane, Wash. |
| WTAX | Springfield, Ill. |
| WMAS | Springfield, Mass. |
| KGDM | Stockton, Cal. |
| WFBL | Syracuse, N.Y. |
| WDAE | Tampa, Fla. |
| WIBW | Topeka, Kan. |
| CFRB | Toronto, Ont. |
| KTUC | Tucson, Ariz. |
| KTUL | Tulsa, Okla. |
| WMBS | Uniontown, Pa. |
| WIBX | Utica, N.Y. |
| WTOP | Washington, D.C. |
| WBRY | Waterbury, Conn. |
| WWNY | Watertown, N.Y. |
| WJNO | West Palm Beach, Fla. |
| WKWK | Wheeling, W. Va. |
| KFH | Wichita, Kan. |
| KWFT | Wichita Falls, Tex. |
| WTAG | Worcester, Mass. |
| WNAX | Yankton, S.D. |
| WKBN | Youngstown, Ohio |

This is CBS...the Columbia Broadcasting System

# National Networks' Gross Monthly Time Sales, 1927-1943

## NATIONAL BROADCASTING COMPANY NETWORKS

| | 1927 | 1928 | 1929 | 1930 | 1931 | 1932 | 1933 | 1934 | 1935 | 1936 | 1937 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| January | $270,949 | $651,015 | $1,004,874 | $1,418,979 | $2,026,860 | $2,635,447 | $1,869,885 | $2,391,667 | $2,895,037 | $2,681,815 | $3,541,999 |
| February | 252,195 | 626,176 | 1,074,834 | 1,347,847 | 1,924,778 | 2,571,609 | 1,742,784 | 2,211,637 | 2,758,319 | 2,714,300 | 3,295,782 |
| March | 316,158 | 726,787 | 1,240,102 | 1,652,629 | 2,164,434 | 2,864,783 | 1,997,463 | 2,507,890 | 3,025,308 | 3,037,873 | 3,614,283 |
| April | 278,209 | 674,354 | 1,173,922 | 1,574,523 | 2,195,880 | 2,649,892 | 1,690,177 | 2,373,890 | 2,682,143 | 2,741,928 | 3,277,837 |
| May | 257,981 | 701,029 | 1,192,930 | 1,731,409 | 2,101,525 | 2,305,448 | 1,662,887 | 2,475,173 | 2,685,211 | 2,561,720 | 3,214,819 |
| June | 241,930 | 609,566 | 1,014,361 | 1,509,224 | 1,931,155 | 2,081,466 | 1,512,139 | 2,177,857 | 2,880,845 | 2,323,456 | 3,003,387 |
| July | 228,666 | 575,333 | 1,014,037 | 1,692,680 | 2,027,975 | 1,825,433 | 1,370,993 | 1,864,420 | 2,208,935 | 2,429,983 | 2,707,450 |
| August | 195,143 | 596,200 | 1,029,950 | 1,612,284 | 1,892,427 | 1,745,338 | 1,407,843 | 1,735,555 | 2,021,366 | 2,422,431 | 2,784,977 |
| September | 264,725 | 660,740 | 1,234,196 | 1,648,581 | 1,951,326 | 1,807,795 | 1,555,606 | 1,860,166 | 2,163,817 | 2,886,637 | 2,850,581 |
| October | 368,111 | 1,101,411 | 1,488,284 | 1,972,414 | 2,318,091 | 2,063,273 | 2,130,046 | 2,775,431 | 2,779,557 | 3,696,489 | 3,339,739 |
| November | 491,711 | 964,864 | 1,413,961 | 1,890,532 | 2,475,905 | 1,953,953 | 2,188,342 | 2,683,494 | 2,655,100 | 3,468,728 | 3,381,346 |
| December | 599,232 | 892,858 | 1,433,931 | 2,037,785 | 2,596,185 | 2,000,454 | 2,324,567 | 2,776,436 | 2,893,793 | 3,558,590 | 3,639,086 |
| Total | **$3,760,010** | **$8,780,333** | **$14,310,382** | **$20,088,887** | **$25,607,041** | **$26,504,891** | **$21,452,732** | **$27,833,616** | **$31,148,931** | **$34,523,950** | **$38,651,286** |

## COLUMBIA BROADCASTING SYSTEM

| | 1927 | 1928 | 1929 | 1930 | 1931 | 1932 | 1933 | 1934 | 1935 | 1936 | 1937 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| January | .......... | $92,736 | $274,324 | $644,685 | $692,114 | $1,348,842 | $941,465 | $1,405,958 | $1,768,949 | $1,901,023 | $2,378,620 |
| February | .......... | 99,837 | 322,355 | 592,943 | 750,621 | 1,319,414 | 884,977 | 1,387,823 | 1,654,461 | 1,909,146 | 2,264,317 |
| March | .......... | 98,492 | 400,872 | 726,093 | 1,110,526 | 1,436,050 | 1,016,102 | 1,524,904 | 1,829,553 | 2,172,382 | 2,559,716 |
| April | .......... | 138,891 | 407,695 | 705,442 | 1,076,103 | 1,354,592 | 775,487 | 1,371,601 | 1,615,389 | 1,950,939 | 2,563,478 |
| May | .......... | 84,280 | 400,537 | 642,782 | 1,065,352 | 1,326,994 | 624,256 | 1,255,887 | 1,287,455 | 1,749,517 | 2,560,558 |
| June | .......... | 78,400 | 319,413 | 592,248 | 1,057,230 | 915,830 | 553,056 | 925,939 | 1,066,729 | 1,502,768 | 2,476,576 |
| July | .......... | 72,800 | 322,171 | 431,428 | 877,366 | 591,183 | 445,414 | 630,290 | 910,470 | 1,292,775 | 1,988,412 |
| August | .......... | 89,600 | 325,040 | 392,673 | 774,518 | 540,842 | 499,638 | 513,315 | 879,019 | 1,232,588 | 1,955,280 |
| September | .......... | 119,336 | 395,290 | 535,760 | 947,138 | 685,156 | 547,203 | 700,491 | 1,086,900 | 1,838,932 | 2,028,585 |
| October | .......... | 158,368 | 503,753 | 792,833 | 1,099,717 | 972,358 | 1,125,793 | 1,752,601 | 1,930,512 | 2,754,808 | 2,505,485 |
| November | .......... | 200,032 | 535,355 | 775,394 | 1,247,248 | 1,105,895 | 1,277,459 | 1,682,959 | 1,722,390 | 2,429,917 | 2,654,473 |
| December | $72,500 | 214,536 | 579,176 | 772,922 | 1,197,106 | 1,005,229 | 1,372,716 | 1,674,087 | 1,885,977 | 2,433,353 | 2,786,618 |
| Total | **$72,500** | **$1,447,308** | **$4,785,981** | **$7,605,203** | **$11,895,039** | **$12,601,885** | **$10,063,566** | **$14,825,845** | **$17,637,804** | **$23,168,148** | **$28,722,118** |

## MUTUAL BROADCASTING SYSTEM

| | 1935 | 1936 | 1937 | 1938 | 1939 | 1940 | 1941 | 1942 | 1943 |
|---|---|---|---|---|---|---|---|---|---|
| January | .......... | $157,721 | $140,769 | $269,894 | $315,078 | $317,729 | $505,260 | $1,024,511.74 | $992,104 |
| February | .......... | 162,358 | 154,344 | 253,250 | 276,605 | 337,649 | 442,170 | 938,185.39 | 826,085 |
| March | .......... | 191,487 | 170,511 | 232,877 | 306,976 | 390,813 | 518,780 | 1,053,444.35 | 941,533 |
| April | .......... | 189,936 | 189,106 | 189,545 | 262,626 | 363,468 | 480,220 | 904,845.13 | 961,918 |
| May | .......... | 129,090 | 100,154 | 194,201 | 234,764 | 322,186 | 503,929 | 748,744.64 | 1,080,797 |
| June | .......... | 104,512 | 75,024 | 202,412 | 228,186 | 299,478 | 534,513 | 665,372.17 | 1,100,481 |
| July | .......... | 109,562 | 64,662 | 167,108 | 216,583 | 235,182 | 512,745 | 531,305.41 | 1,088,809 |
| August | .......... | 122,066 | 66,354 | 164,626 | 205,410 | 227,865 | 582,053 | 518,226.36 | 1,205,240 |
| September | .......... | 168,925 | 91,608 | 200,342 | 210,589 | 283,463 | 529,015 | 707,283.54 | 1,153,510 |
| October | $180,374 | 271,629 | 147,714 | 347,771 | 428,221 | 784,676 | 839,824 | 772,221.29 | 1,407,787 |
| November | 173,411 | 227,545 | 157,661 | 360,929 | 327,045 | 627,562 | 958,938 | 910,167.60 | 1,479,942 |
| December | 175,301 | 193,496 | 147,163 | 337,369 | 317,699 | 576,983 | 948,493 | 861,814.87 | 1,603,402 |
| Total | **$529,086** | **$1,979,146** | **$1,455,070** | **$2,920,324** | **$3,329,782** | **$4,767,054** | **$7,300,955** | **$9,636,122.49** | **$13,841,608** |

5,000 WATTS

980 KC

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

SEE PAGE 153

●

Spot Sales, Inc., National Representatives

●

Member Station, The Blue Network and Mutual Broadcasting System

## NATIONAL BROADCASTING COMPANY—RED*

| | 1938 | 1939 | 1940 | 1941* | 1942* | 1943* |
|---|---|---|---|---|---|---|
| January | $2,728,232 | $3,211,161 | $3,496,393 | .......... | .......... | .......... |
| February | 2,591,223 | 2,957,258 | 3,226,983 | .......... | .......... | .......... |
| March | 2,828,777 | 3,297,992 | 3,338,440 | .......... | .......... | .......... |
| April | 2,544,810 | 2,879,571 | 3,128,685 | .......... | .......... | .......... |
| May | 2,697,492 | 3,025,538 | 3,216,940 | .......... | .......... | .......... |
| June | 2,555,517 | 2,759,917 | 2,919,405 | .......... | .......... | .......... |
| July | 2,377,065 | 2,713,798 | 3,141,902 | .......... | .......... | .......... |
| August | 2,366,851 | 2,737,926 | 3,072,838 | .......... | .......... | .......... |
| September | 2,387,958 | 2,750,688 | 3,132,005 | .......... | .......... | .......... |
| October | 2,872,588 | 3,446,134 | 3,842,195 | .......... | .......... | .......... |
| November | 2,948,854 | 3,402,370 | 3,658,135 | .......... | .......... | .......... |
| December | 2,928,181 | 3,400,383 | 3,786,901 | .......... | .......... | .......... |
| Total | **$31,827,548** | **$36,600,736** | **$39,955,322** | .......... | .......... | .......... |

* Due to a change in policy 1941, 1942 and 1943 figures were not released by NBC. Red Network designation dropped in 1942.

## BLUE NETWORK COMPANY

| | 1938 | 1939 | 1940 | 1941 | 1942† | 1943 |
|---|---|---|---|---|---|---|
| January | $1,065,284 | $822,739 | $908,815 | $1,224,362 | $1,323,355 | $1,797,274 |
| February | 906,830 | 773,437 | 905,101 | 1,154,682 | 1,162,046 | 1,747,053 |
| March | 978,054 | 872,860 | 965,904 | 1,231,238 | 1,339,044 | 2,024,035 |
| April | 765,695 | 681,413 | 912,833 | 987,061 | 1,137,724 | 1,998,708 |
| May | 716,708 | 676,564 | 817,682 | 961,117 | 1,241,301 | 2,079,962 |
| June | 645,052 | 622,487 | 722,695 | 913,118 | 1,111,092 | 1,974,029 |
| July | 581,645 | 569,757 | 688,536 | 854,623 | 1,087,309 | 1,848,936 |
| August | 574,248 | 574,644 | 665,924 | 794,883 | 953,103 | 2,003,831 |
| September | 591,283 | 564,619 | 747,774 | 798,303 | 1,106,349 | 2,180,712 |
| October | 901,376 | 773,119 | 1,203,499 | 1,171,955 | 1,692,309 | 2,354,199 |
| November | 950,065 | 832,614 | 1,045,943 | 1,304,451 | 1,713,994 | 2,356,294 |
| December | 958,891 | 879,365 | 1,122,972 | 1,462,376 | 1,914,867 | 2,504,920 |
| Total | **$9,635,131** | **$8,643,618** | **$10,707,678** | **$12,858,169** | **$15,782,493** | **$24,869,948** |

† Separated from NBC in 1942.

## COLUMBIA BROADCASTING SYSTEM

| | 1938 | 1939 | 1940 | 1941 | 1942 | 1943 |
|---|---|---|---|---|---|---|
| January | $2,879,945 | $2,674,057 | $3,575,946 | $3,909,638 | $3,930,385 | $4,194,882 |
| February | 2,680,335 | 2,541,542 | 3,330,627 | 3,502,557 | 3,603,600 | 3,790,165 |
| March | 3,034,317 | 2,925,684 | 3,513,170 | 3,928,902 | 3,974,041 | 4,457,068 |
| April | 2,424,180 | 2,854,026 | 3,322,689 | 3,891,422 | 3,723,961 | 4,591,992 |
| May | 2,442,283 | 3,097,484 | 3,570,727 | 3,825,466 | 3,680,745 | 4,880,037 |
| June | 2,121,495 | 2,860,180 | 3,144,213 | 3,706,989 | 3,690,501 | 4,870,744 |
| July | 1,367,357 | 2,311,953 | 3,071,398 | 3,498,594 | 3,492,732 | 4,901,974 |
| August | 1,423,865 | 2,341,636 | 2,875,657 | 3,414,820 | 3,454,329 | 4,863,104 |
| September | 1,601,755 | 2,563,132 | 3,109,863 | 3,527,262 | 3,752,621 | 4,932,711 |
| October | 2,387,395 | 3,366,654 | 4,001,492 | 3,898,979 | 4,023,569 | 5,481,098 |
| November | 2,453,410 | 3,474,163 | 3,689,778 | 3,708,095 | 4,149,843 | 5,356,596 |
| December | 2,529,060 | 3,529,154 | 3,819,989 | 3,771,654 | 4,296,798 | 5,631,373 |
| Total | **$27,345,397** | **$34,539,665** | **$41,025,549** | **$44,584,378** | **$45,593,125** | **$57,951,744** |

# The Stuff that Sales Are Made Of

### "JUDY CANOVA"

C. B. S. 120 STATIONS. 8:30 P. M. TUES. E. W. T.

*for Colgate Tooth Powder*

### "TERRY & THE PIRATES"

BLUE. 155 STATIONS. 6:00 P. M. DAILY. E. W. T.

*for Quaker Puffed Grains*

### "BILL STERN"

N. B. C. 66 STATIONS. 10:30 P. M. FRI. E. W. T.

*for Colgate Shave Creams*

### "THE MAN ON THE FARM"

SPOT. 46 STATIONS. 12 NOON SAT.

*for Quaker Oats Poultry & Stock Feeds*

### "THE FAMILY FRIEND"

ONE MINUTE SPOTS. 258 STATIONS

*for the Dr. W. B. Caldwell Division*

STERLING DRUG, INC.

SHERMAN & MARQUETTE, INC.
CHICAGO, NEW YORK

# Major Networks' Gross Billings by Advertisers: 1943

[For details and agency placements, see pages 250-282]

## Blue Billings by Clients

| | |
|---|---|
| Coca-Cola Co. | $ 3,535,412 |
| Ford Motor Co. | 2,355,908 |
| General Mills | 1,764,726 |
| Miles Laboratories | 1,531,204 |
| Socony-Vacuum Oil Co. | 1,303,784 |
| Kellogg Co. | 1,004,750 |
| Swift & Co. | 933,538 |
| American Cigar & Cigarette Co. | 899,940 |
| Cummer Products Co. | 886,471 |
| Bristol-Myers Co. | 881,387 |
| Sun Oil Co. | 784,744 |
| Quaker Oats Co. | 748,062 |
| Carter Products, Inc. | 717,936 |
| Andrew Jergens Co. | 680,867 |
| Alaska Pacific Salmon Co. | 593,971 |
| Wander Co. | 441,393 |
| Dr. Earle S. Sloan, Inc. | 392,070 |
| Williamson Candy Co. | 338,430 |
| D. L. Clark Co. | 298,574 |
| Radio Corp. of America | 298,118 |
| Wheeling Steel Corp. | 279,127 |
| J. B. Williams Co. | 277,038 |
| Mail Pouch Tobacco Co. | 253,086 |
| Loew's Inc. | 242,281 |
| Serutan Co. | 213,770 |
| Dubonnet Corp. | 196,236 |
| Hall Bros. | 181,356 |
| Bourjois Inc. | 165,474 |
| F. W. Fitch Co. | 158,016 |
| C. I. Mueller Co. | 148,226 |
| Texas Co. | 145,180 |
| Sherwin-Williams Co. | 138,154 |
| H. J. Heinz Co. | 130,970 |
| O'Cedar Corp. | 128,574 |
| Sweets Co. of America | 119,871 |
| Adam Hat Stores, Inc. | 117,336 |
| Trimount Clothing Co. | 116,465 |
| Joseph Tetley & Co. | 113,277 |
| Lehn & Fink Products Corp. | 107,376 |
| Langendorf United Bakeries | 105,348 |
| Revlon Products Corp. | 98,016 |
| Northwestern Yeast Co. | 96,666 |
| Cream of Wheat Corp. | 91,320 |
| Fisher Flouring Mills | 72,980 |
| O'Sullivan Rubber Co. | 69,980 |
| Minneapolis-Honeywell Regulator Co. | 66,768 |
| Dr. Pepper Co. | 58,867 |
| Allis-Chalmers Mfg. Co. | 53,307 |
| Philco Corp. | 50,076 |
| A. S. Boyle Co. | 44,289 |
| Acousticon Div., Dictograph Corp. | 42,912 |
| Standard Oil Co. of California | 33,660 |
| Curtis Publishing Co. | 29,571 |
| Benjamin Moore & Co. | 27,066 |
| American Dairy Assoc. | 25,543 |
| Best Foods, Inc. | 21,266 |
| Gillette Safety Razor Co. | 20,626 |
| Political | 19,623 |
| Wilson Sporting Goods Co. | 18,700 |
| Stokeley Bros. & Co. | 16,854 |
| Neighbors of Woodcraft | 16,184 |
| Wilson Milk Co. | 13,716 |
| Chlorine Solutions | 12,528 |
| Kerr Glass Mfg. Co. | 12,051 |
| Metropolitan Life Insurance Co. | 10,625 |
| Anacin Co. | 10,620 |
| Austin Studios | 9,988 |
| New York Central Railroad Co. | 7,740 |
| Folger Coffee Co. | 6,840 |
| Sales Builders, Inc. | 6,327 |
| Washington Cooperative Egg & Poultry Assn. | 6,327 |
| Seaboard Finance Co. | 5,623 |
| Hecker Products Co. | 5,472 |
| National Battery Co. | 5,394 |
| Chef Boyardee Corp. | 5,391 |
| Masonite Corp | 5,373 |
| Crane Co. | 5,323 |
| Jenkins Bros. | 4,953 |
| Safeway Stores | 4,830 |
| Crawford MacGregor Canby Co. | 4,465 |
| Harvel Watch Co. | 4,017 |
| I. B. Laboratories | 3,933 |
| Calavo Growers of California | 3,555 |
| General Aircraft Corp. | 3,240 |
| Barron-Gray Packing Co. | 2,736 |
| Kelite Products | 2,609 |
| Kendall Foods | 2,223 |
| Phelps Dodge Co. | 684 |
| National Supply Co. | 345 |
| Western Gear Works | 204 |
| Air Preheater Corp. | 96 |
| | $24,869,948 |

## CBS Billings by Clients

| | |
|---|---|
| General Foods Corp. | $ 4,868,710 |
| Lever Brothers Co. | 4,524,100 |
| Procter & Gamble Co. | 3,866,722 |
| American Home Products Corp. | 2,839,573 |
| William Wrigley Jr. Co. | 2,657,483 |
| R. J. Reynolds Tobacco Co. | 2,262,210 |
| Sterling Products | 2,141,801 |
| Campbell Soup Co. | 1,540,680 |
| Liggett & Meyers Tobacco Co. | 1,528,780 |
| Philip Morris & Co. | 1,388,259 |
| General Electric Co. | 1,299,255 |
| Colgate-Palmolive-Peet Co. | 1,158,415 |
| General Mills | 1,114,666 |
| Owens-Illinois Glass Co. | 1,047,467 |
| American Tobacco Co. | 1,024,971 |
| Johns-Manville Corp. | 865,233 |
| Pet Milk Sales Co. | 858,095 |
| Quaker Oats Co. | 832,266 |
| Texas Co. | 797,073 |
| U. S. Rubber Co. | 796,731 |
| B. F. Goodrich Co. | 784,298 |
| Celanese Corp. of America | 783,828 |
| Lady Esther Co. | 779,568 |
| P. Lorillard Co. | 766,458 |
| E. R. Squibb & Sons | 754,384 |
| Eversharp Inc. | 752,695 |
| Continental Baking Co. | 705,421 |
| Chrysler Corp. | 697,724 |
| Emerson Drug Co. | 676,380 |
| Chesebrough Mfg. Co. | 643,755 |
| Prudential Insurance Co. of America | 574,697 |
| Philco Corp. | 541,568 |
| Pabst Sales Co. | 536,555 |
| Gulf Oil Corp. | 524,230 |
| Coca-Cola Co. | 508,160 |
| Roma Wine Co. (Schenley Import Corp.) | 497,990 |
| Parker Pen Co. | 490,899 |
| Lewis-Howe Co. | 487,731 |
| Corn Products Refining Co. | 482,253 |
| U. S. Tobacco Co. | 472,512 |
| Pacific Coast Borax Co. | 452,219 |
| Chevrolet Dealers (General Motors Corp.) | 450,854 |
| Schenley Import Corp. | 392,445 |
| Armstrong Cork Co. | 387,528 |
| Lockheed Aircraft Corp. | 358,939 |
| Electric Companies Advertising Program | 345,357 |
| Southern Cotton Oil Co. | 340,326 |
| Elgin National Watch Co. | 337,106 |
| International Silver Co. | 298,310 |
| Welch Grape Juice Co. | 260,467 |
| Admiral Corp. (Continental Radio & Television Corp.) | 246,397 |
| Curtiss Candy Co. | 246,139 |
| Johnson & Johnson | 239,949 |
| Servel Inc. | 227,660 |
| P. Ballentine & Sons | 220,191 |
| Bowey's Inc. | 211,287 |
| Mennen Co. | 206,232 |
| California Fruit Growers Exchange | 187,429 |
| Bourjois Inc. | 175,023 |
| Standard Brands, | 168,912 |
| Schutter Candy Co. | 166,630 |
| Ballard & Ballard Co. | 142,240 |
| Planters Nut & Chocolate Co. | 129,166 |
| B. T. Babbitt Inc. | 128,842 |
| Los Angeles Soap Co. | 117,905 |
| Cudahy Packing Co. | 114,703 |
| Campana Sales Corp. | 105,037 |
| American Oil Co. | 103,356 |
| Cream of Wheat Corp. | 86,596 |
| Gillette Safety Razor Co. | 80,573 |
| Holland Furnace Co. | 78,390 |
| Minneapolis-Honeywell Regulator Co. | 75,058 |
| McKesson & Robbins | 58,991 |
| Great Atlantic & Pacific Tea Co. | 56,313 |
| Soil-Off Mfg. Co. | 54,558 |
| Allegheny-Ludlum Steel Co. | 51,289 |
| Manhattan Soap Co. | 49,612 |
| Barbasol Co. | 48,849 |
| John Morrell & Co. | 44,231 |
| Peter Paul Inc. | 37,209 |
| Plough Inc. | 36,504 |
| General Cigar Co. | 33,940 |
| Bekins Van & Storage Co. | 31,871 |
| Chemicals Inc. | 30,588 |
| Prince Matchabelli (Vick Chemical Co.) | 29,198 |
| Joseph Tetley & Co. | 25,822 |
| Ben Hur Products | 25,526 |
| Dwight Edwards Co. | 23,776 |
| Campbell Cereal Co. | 22,839 |
| C. F. Mueller Co. | 22,400 |
| Colonial Dames | 19,673 |
| Western Sugar Refinery | 19,656 |
| J. B. Williams Co. | 19,042 |
| MacFadden Publications | 18,708 |
| Lamont Corliss & Co. | 18,252 |
| Union Oil Co. | 17,511 |
| California Prune & Apricot Growers Ass'n. | 17,064 |
| Signal Oil Co. | 16,889 |
| Hudson Coal Co. | 16,330 |
| Grove Laboratories | 15,225 |
| Graysons Shops, Inc. | 13,299 |
| Smith Brothers | 12,008 |
| Bank of America National Trust & Savings Assn. | 9,744 |
| P. Duff & Sons | 9,477 |
| Kay Jewelry Co. | 9,477 |
| Mentholatum Co. | 8,543 |
| United Air Lines Transport Corp. | 8,424 |
| Aro Equipment Corp. | 7,369 |
| Washington State Apple Adv. Comm. | 6,951 |
| Gerber Products | 6,376 |
| Readers' Digest Assn. | 6,248 |
| Kelite Products | 6,006 |
| Vick Chemical Co. | 5,684 |
| J. Folger Co. | 5.434 |
| Shefford Cheese Co. | 5,229 |
| Sun Oil Co. | 3,121 |
| Johnstone Drug Sales Corp. | 2,568 |
| Washington Coop. Egg & Poultry Assn. | 2,282 |
| Brown & Williamson Tobacco Corp. | 2,212 |
| Consolidated Royal Chemical Co. | 2,144 |
| Independent Citizens Committee | 2,046 |
| Sunnyvale Packing Co. | 374 |
| GRAND TOTAL | $57,951,744 |

## MBS Billings by Clients

| | |
|---|---|
| Gospel Broadcasting Assn. | $ 1,566,130.83 |
| R. B. Semler Inc. | 919,440.15 |
| Kellogg Co. | 798,329.80 |
| Pharmaco Inc. | 677,132.92 |
| Bayuk Cigars | 670,230.82 |
| Zonite Products Corp. | 583,557.40 |
| Sinclair Refining Co. | 516,599.62 |
| Barbasol Co. | 494,510.92 |
| Lutheran Laymen's League | 477,729.91 |
| Voice of Prophecy | 474,786.30 |
| General Cigar Co. | 439,352.41 |
| Gillette Safety Razor Co. | 416,697.10 |
| Anacin Co. | 409,663.76 |
| Young People's Church of the Air | 395,420.32 |
| American Cigarette & Cigar Co. | 388,462.00 |
| Lehn & Fink Products Co. | 341,494.20 |
| Lumbermens Mutual Casualty Co. | 279,395.69 |
| Detroit Bible Class (Radio Bible Class) | 270,370.26 |
| Campana Sales Co. | 185,890.00 |
| Petri Wine Co. | 184,031.40 |
| Wesley Radio League | 172,384.70 |
| Schenley Import Corp. | 167,116.01 |
| Richfield Oil Corp. of N. Y. | 155,461.41 |
| Benson & Hedges | 137,942.49 |
| Duffy-Mott Co. | 132,745.38 |
| Metro-Goldwyn-Mayer | 123,660.00 |
| Chef Boy-Ar-Dee Quality Foods | 112,780.87 |
| Employers' Group Insurance Companies of Boston, Mass. | 100,674.76 |
| Conti Products Corp. | 93,081.50 |
| Grove Laboratories | 91,734.00 |
| Serutan Co. | 72,885.30 |
| Delaware, Lackawanna & Western Coal Co. | 65,236.44 |
| Land O'Lakes Creameries | 60,716.40 |
| Frank H. Lee Co. | 54,864.00 |
| W. L. Douglas Shoe Co. | 54.441.59 |
| Loyal Order of Moose | 49,366.40 |
| Harvel Watch Co. | 43,557.00 |
| Wilson Sporting Goods Co. | 42,651.32 |
| Maryland Pharmaceutical Co. | 40,755.00 |
| Consolidated Razor Blade Co. | 38,910.00 |
| Clark Brothers Chewing Gum Co. | 32,140.24 |
| Coronet Magazine | 30,792.27 |
| Gotham Hosiery Co. | 30,629.00 |
| Lewis-Howe Co. | 28,560.00 |
| Sherwood Brothers | 24,128.00 |
| National Small Business Men's Assn. | 23,020.00 |
| People's Church | 10,449.04 |
| Whitehall Pharmacal Co. | 8,764.00 |
| American Bird Products | 7,954.69 |
| Studebaker Corp. of America (Pacific Division) | 5,880.00 |
| Jones & Laughlin Steel Corp. | 4,011.75 |
| Garrett & Co., | 3,963.99 |
| Wright's Automatic Machinery Co. | 3,736.60 |
| McElroy Mfg. Corp. | 2,800.50 |
| Hoover Co. | 2,730.00 |
| Curtiss-Wright Corp. | 2,293.33 |
| Bridgeport Brass Co. | 2,164.50 |
| Hercules Motors Corp. | 1,534.50 |
| Western Conference of Teamsters | 1,092.00 |
| Converse Rubber Co. | 966.00 |
| Total | $12,527,800.79 |
| Locally Sponsored | 1,313,807.21 |
| Total for Year | $13,841,608.00 |

**NBC client and agency billings not listed owing to policy established in 1941 by that company.**

CBS

Advertisers invest more money in WTOP than in any other Washington station.

For the facts, ask us or Radio Sales.

WTOP

*Washington*

•

*50,000 watts*

BUYING TIME IS ONLY HALF THE PICTURE
2
1
2
3
4
5
6

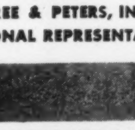
*W*hen you're buying radio time, *half* the selling picture is not good enough! You can't afford to guess. You've got to get the COMPLETE selling picture. That means the RIGHT TIME AND THE RIGHT STATION . . . THE STATION THAT CAN DO THE BIGGEST JOB FOR YOUR CLIENT!

**IN BALTIMORE, IT'S WCBM. Because WCBM offers**

**1. Complete Baltimore Coverage. 2. A lucrative market, that is increasing daily. 3. Distinctive programming. 4. A responsive audience. 5. Economical rates.**

. . . our advertisers have found that *IT'S EASY TO SELL WHEN YOU BUY*

**JOHN ELMER, President**
**GEO. H. ROEDER, Gen. Mgr.**



**FREE & PETERS, INC.**
**NATIONAL REPRESENTATIVES**

# WCBM

***The* BALTIMORE BLUE NETWORK OUTLET**

# Major Networks' Gross Billings by Agencies: 1943

## Blue Billings by Agencies

| | |
|---|---|
| D'Arcy Adv. Co. | $3,535,412 |
| Maxon Inc. | 2,486,878 |
| J. Walter Thompson Co. | 1,743,809 |
| Compton Adv. | 1,639,360 |
| Ruthrauff & Ryan | 1,548,950 |
| Wade Adv. Co. | 1,533,202 |
| Blackett-Sample-Hummert | 1,293,664 |
| Knox-Reeves | 923,075 |
| Young & Rubicam | 922,354 |
| Kenyon & Eckhardt | 818,034 |
| Roche, Williams & Cunnyngham | 784,744 |
| Sherman & Marquette | 748,062 |
| Lennen & Mitchell | 680,867 |
| Walker & Downing | 551,660 |
| Warwick & Legler, Inc. | 530,224 |
| Aubrey, Moore & Wallace | 467,004 |
| Ted Bates Inc. | 393,291 |
| Duane Jones Co. | 381,374 |
| Pedlar & Ryan Inc. | 355,379 |
| Small & Seiffer Inc. | 324,645 |
| J. William Sheets | 311,702 |
| Wm. H. Weintraub & Co. | 294,252 |
| Critchfield & Co. | 279,127 |
| Donohue & Coe | 242,281 |
| Raymond Spector Co. | 213,770 |
| Henri Hurst & McDonald | 181,356 |
| Buchanan & Co. | 165,806 |
| Foote, Cone & Belding | 165,474 |
| L. W. Ramsey Co. | 158,016 |
| MacFarland Aveyard & Co. | 126,237 |
| BBDO | 124,980 |
| Glicksman Adv. Co. | 117,236 |
| Emil Mogul Co. | 116,465 |
| William Esty & Co. | 107,376 |
| Pacific National Advertising Co. | 79,307 |
| Advertising & Sales Council, Inc. | 69,980 |
| Addison Lewis Assoc. | 66,768 |
| Direct | 58,912 |
| Tracy-Locke Co. of Texas | 58,867 |
| Sayre M. Ramsdell Assoc. | 50,076 |
| Campbell-Mithun Inc. | 25,543 |
| Arthur Kudner Inc. | 21,266 |
| Raymond R. Morgan Co. | 18,891 |
| U. S. Adv. Corp. | 18,700 |
| Calkins & Holden | 16,854 |
| MacWilkins Cole | 16,184 |
| Glasser-Gailey & Co. | 13,921 |
| Keeling & Co. | 13,716 |
| Barton A. Stebbins | 12,528 |
| Geyer, Cornell & Newell | 7,740 |
| Smith & Drum | 6,327 |
| Smith & Bull | 5,623 |
| Clements Co. | 5,472 |
| Bronson, West Adv. Co. | 5,394 |
| McJunkin Adv. Co. | 5,391 |
| Buchen Co. | 5,323 |
| Horton-Noyes | 4,953 |
| Hugo Wagenseil & Assoc. | 4,465 |
| A. W. Lewin Co. | 4,017 |
| Long Adv. Co. | 2,736 |
| Little & Co. | 2,609 |
| Mayers Co. | 2,223 |
| G. M. Basford Co. | 96 |
| Total | $24,869,948 |

## CBS Billings by Agencies

| | |
|---|---|
| Young & Rubicam | $ 6,435,374 |
| J. Walter Thompson Co. | 4,971,841 |
| Blackett-Sample-Hummert | 4,968,438 |
| Ruthrauff & Ryan | 4,882,444 |
| Compton Adv. | 3,009,680 |
| Biow Co. | 2,283,876 |
| William Esty & Co. | 2,262,210 |
| Foote, Cone & Belding | 2,191,153 |
| Arthur Meyerhoff & Co. | 2,027,945 |
| Benton & Bowles | 1,908,002 |
| BBDO | 1,785,723 |
| McCann-Erickson | 1,565,330 |
| Newell-Emmett Co. | 1,528,760 |
| Maxon Inc. | 1,379,828 |
| D'Arcy Adv. Co. | 1,313,824 |
| Ted Bates Inc. | 1,275,106 |
| Campbell-Ewald Co. | 1,247,585 |
| Knox Reeves Adv. | 1,114,666 |
| Ward Wheelock Co. | 1,113,774 |
| Pedlar & Ryan | 997,795 |
| Gardner Adv. | 847,175 |
| Buchanan & Co. | 829,930 |
| C. L. Miller Co. | 728,392 |
| Roche, Williams & Cunnyngham | 652,873 |
| Sherman & Marquette | 577,516 |
| Warwick & Legler | 555,263 |
| Geyer, Cornell & Newell | 549,965 |
| Sayre M. Ramsdell Assoc. | 541,568 |
| Arthur Kudner | 472,512 |
| Wm. H. Weintraub & Co. | 392,445 |
| N. W. Ayer & Sons | 353,781 |
| Kenyon & Eckhardt | 340,326 |
| H. W. Kastor & Sons Adv. Co. | 283,306 |
| Raymond R. Morgan Co. | 252,505 |
| Cruttenden & Eger | 246,397 |
| Russel M. Seeds Co. | 223,669 |
| Sorensen & Co. | 211,287 |
| Henri, Hurst & McDonald | 186,471 |
| Duane Jones Co. | 177,064 |
| Grant Adv. Co. | 114,703 |
| Wallace-Ferry-Hanly Co. | 105,037 |
| Joseph Katz Co. | 103,356 |
| Sherman K. Ellis Co. | 89,949 |
| Schwimmer & Scott | 82,999 |
| Addison Lewis & Assoc. | 75,058 |
| J. D. Tarcher & Co. | 70,999 |
| Paris & Peart | 56,313 |
| Walker & Downing | 51,289 |
| Franklin Bruck Adv. Corp. | 49,612 |
| Erwin-Wasey & Co. | 48,849 |
| Barton A. Stebbins | 42,415 |
| Federal Adv. Agency | 40,316 |
| Garfield & Guild | 40,065 |
| Brisacher, Davis & Staff | 37,209 |
| Lake-Spiro-Shurman Co. | 36,504 |
| Morse International | 34,882 |
| Brooks Adv. Agency | 31,871 |
| Ronalds Adv. Agency | 21,701 |
| Spitzer & Mills | 20,544 |
| Glasser-Gailey & Co. | 19,673 |
| Long Adv. Service | 17,064 |
| Clements' Co. | 16,330 |
| Milton Weinberg Adv. Co. | 13,299 |
| Gilham Adv. Agency | 10,920 |
| W. Earl Bothwell Adv. Agency | 9,477 |
| Beeson, Faller, Reichert | 7,369 |
| Little & Co. | 6,006 |
| Leo Burnett Co. | 5,229 |
| Armand S. Weill Co. | 2,568 |
| Pacific National Adv. Agency | 2,282 |
| Leighton & Nelson | 2,046 |
| Total | $57,951,744 |

## MBS Billings by Agencies

| | |
|---|---|
| Erwin, Wasey & Co. | $ 2,128,630.85 |
| R. H. Alber Co. | 1,566,130.83 |
| Ivey & Ellington | 1,076,100.18 |
| William Esty & Co. | 997,167.12 |
| Kenyon & Eckhardt | 798,329.80 |
| Hixson-O'Donnell Adv. | 672,061.03 |
| G. C. Hoskin Associates | 474,786.30 |
| Ruthrauff & Ryan | 457,662.43 |
| Aircasters Inc. | 442,754.96 |
| J. Walter Thompson Co. | 439,352.41 |
| Blackett-Sample-Hummert | 418,427.76 |
| Maxon Inc. | 416,697.10 |
| Gotham Adv. Co. | 317,475.32 |
| Leo Burnett Co. | 282,125.69 |
| William H. Weintraub & Co. | 167,116.01 |
| Kelly, Zahrndt & Kelly | 160,254.59 |
| Bermingham, Castleman & Pierce | 147,945.50 |
| Al Paul Lefton Co. | 132,745.38 |
| Donahue & Coe | 123,660.00 |
| Wallace-Ferry-Hanly Co. | 118,933.60 |
| Duane Jones Co. | 113,067.91 |
| McJunkin Adv. Co. | 112,780.87 |
| H. B. Humphrey Co. | 100,674.76 |
| Russel M. Seeds Co. | 91,734.00 |
| Raymond Spector Co. | 72,885.30 |
| Aubrey, Moore & Wallace | 66,956.40 |
| Campbell-Mithun | 60,716.40 |
| Harold Cabot & Co. | 54,441.59 |
| Schwimmer & Scott | 53,812.27 |
| Young & Rubicam | 52,909.02 |
| L. W. Ramsey Co. | 49,366.40 |
| A. W. Lewin Co. | 43,557.00 |
| U. S. Advertising Corp. | 42,651.32 |
| Joseph Katz Co. | 40,755.00 |
| Grey Advertising Agency | 38,910.00 |
| Roche, Williams & Cunnyngham | 34,440.00 |
| Walker & Downing | 32,140.24 |
| Sterling Adv. Agency | 30,629.00 |
| Arthur Kudner Inc | 24,874.58 |
| Van Sant, Dugdale & Co. | 24,128.00 |
| Clements Co. | 21,460.00 |
| Weston-Barnett | 7,954.69 |
| Calkins & Holden | 4,011.75 |
| Harvey-Massengale Co. | 3,736.60 |
| Landsheft Inc. | 2,293.33 |
| Clarence Juneau Agencies | 1,092.00 |
| Bresnick & Solomont | 966.00 |
| DIRECT | 6,499.50 |
| LOCAL COOPERATIVES | 1,313,807.21 |
| Total | $13,841,608.00 |

NBC agency billings not listed owing to its policy established in 1941.

More!
COMMERCIAL HOURS
THAN EVER BEFORE
In a Twenty Year History
WKRC
THE TIMES-STAR STATION
550 K.C. ★ Cincinnati, Ohio
Represented Nationally by the Katz Agency.

# Detroit's Postwar Future Is Being Made Today...

As center of the vast automobile industry, Detroit ranked fourth before the war among the markets of America. During the last two years, as heart of the country's gigantic armament effort, it has grown enormously. Today, with plant and production facilities unequaled anywhere in the world, Detroit is assuring its peacetime future and creating market potentialities impossible to overrate.

- POPULATION GAIN — 552,000 between April, 1940, and August, 1943 . . . enough "new Detroiters" to populate a city larger than Cincinnati, Ohio! Total population of Metropolitan Area now estimated at 2,295,000.
- BANK SAVINGS — June, 1943, $439,843,756, representing an *increase* of $108,179,905, or 33% over June, 1942.
- FAMILY INCOME — The average Detroit factory worker's *family* income is now estimated at $109.85 weekly—more than *twice* as much as in 1940! The number of workers per family has increased 22%.
- PER CAPITA INCOME in Wayne County (which is largely Detroit) in 1943 is estimated at $1,570, or $520 above the national average!

In this great and prosperous market, WWJ has led all radio stations in listener preference for more than 23 years, a leadership attained through fine programming and by consistent broadcasting in the public interest.

**WWJ**

***America's Pioneer Broadcasting Station — First in Detroit***

*Owned and Operated by The Detroit News*

National Representatives

**THE GEORGE P. HOLLINGBERY COMPANY**

*NBC Basic*
*Network*

*Associate FM Station*
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# Program Popularity in 1943

By A. W. LEHMAN

Manager, Cooperative Analysis of Broadcasting (CAB)

ENTERING the year 1943 in the annals of radio broadcasting presents but little, if any, difficulty: it was the year of new programs, if not better ones. The course of network broadcasting in the past 12 months is summed up in the single fact that CAB records disclose a gain of 14% in the number of sponsored programs carried on the nighttime networks in December 1943 against the same month of 1942. Statistics of all kinds can be marshalled from CAB reports of program popularity to show an unprecedented rise in the use of radio as an advertising medium in 1943.

Listening, however, did not keep pace with the growth in the number of sponsored offerings. An index of sets-in-use, based on CAB investigations, reveals that nighttime listening in the last quarter of 1943 ran about 5% behind 1942. Daytime listening in the same quarter, however, was up by the rather narrow margin of 1%.

### Competition Keener

In the absence of an equivalent increase in listening, the corollary of the increase in productions is, of course, a larger number of nighttime programs with lower CAB ratings. The comparison of December points up the validity of the corollary. There was a rise of 40% in the programs with CAB ratings of less than 10 in December 1943.

The swift assumption that 1943 has yielded a crop of radio lemons does not automatically apply. The sizable gain in low-ranking programs is partly a reflection of the more intense competition for the nighttime ear of the American radio audience and partly a result of the large number of newcomers to the networks.

Of the 137 rated programs in December 1943, those that were new to sponsored network broadcasting in the summer and fall of 1943 reached the record-setting total of 33. Previous CAB records do not indicate that a similar number of new offerings ever went on the air within the same range of time.

The broadcast year of 1943, therefore, must be appraised as a period in which sponsors and producers sought new radio talent and accepted as a due course the low ratings that are part and parcel of building radio audiences. The influx of new programs, unprecedented in broadcasting history, weighted the year's record with a larger than usual proportion of low-ranking shows.

The quality of the 1943 performances, nevertheless, stacks up very neatly with 1942 and, of course, outdoes 1941 and previous years. A comparison of programs with CAB ratings of better than 10 and less than 30, the mid-range, indicates little deterioration in 1943. The mid-range that signifies established and continuing audience acceptance contained 63 of the 137 network programs broadcast in December 1943. The 1942 record for the same month found 64 shows out of a total of 120 in the same range. What gives the edge to 1943, if anything does, is that 18 of its offerings rated over 20 and less than 30 while only 12 were reported in the same bracket in December 1942. A gain of 50% in the number of shows in the upper half of the mid-range is satisfactory evidence of the sustained quality of radio entertainment in 1943.

## I—Monthly Ranking of the 10 Nighttime Leaders For Seven Winter Months—1943

| | *For the Period* | *Oct.* | *Nov.* | *Dec.* | *Jan.* | *Feb.* | *March* | *April* |
|---|---|---|---|---|---|---|---|---|
| Fibber McGee & Molly | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 |
| Bob Hope | 2 | 1 | 4 | 4 | 2 | 2 | 3 | 2 |
| Chase & Sanborn | 3 | 4 | 3 | 1 | 4 | 3 | 2 | 3 |
| Jack Benny | 4 | 3 | 2 | 3 | 3 | 4 | 4 | 4 |
| Lux Radio Theatre | 5 | 7 | 5 | 6 | 5 | 5 | 5 | 5 |
| Aldrich Family | 6 | 5 | 6 | 9 | 7 | 6 | 7 | 7 |
| Red Skelton | 7 | 6 | 9 | 7 | 6 | 8 | 8 | 6 |
| Kraft Music Hall (1 hr.) | 8 | 8 | 7 | 5 | * | * | * | * |
| Maxwell House Coffee Time | 9 | 10 | 8 | 8 | 8 | 7 | 6 | 8 |
| Kraft Music Hall (½ hr.) | 10 | † | † | † | 12 | 12 | 10 | 10 |

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*Half-hour program during this period.
†One hour program during this period.

## II—Monthly Ranking of the 10 Nighttime Leaders For Five Summer Months—1943

| | *For the Period* | *May* | *June* | *July* | *Aug.* | *Sept.* |
|---|---|---|---|---|---|---|
| Lux Radio Theatre | 1 | 1 | 1 | NB | NB | 1 |
| Aldrich Family | 2 | 2 | 3 | NB | NB | 2 |
| Mr. District Attorney | 3 | 3 | 2 | 4 | 3 | 7 |
| Kay Kyser | 4 | 5 | 4 | 1 | 2 | 9 |
| Kraft Music Hall | 5 | 6 | 7 | 5 | 3 | 3 |
| Your Hit Parade | 6 | 10 | 9 | 2 | 1 | 5 |
| Sealtest Village Store | 7 | 4 | 8 | 7 | 3 | 4 |
| Screen Guild Players | 8 | 8 | 5 | 6 | 8 | 6 |
| The Great Gildersleeve | 9 | 9 | 12 | NB | NB | 10 |
| Jergen's Journal—Winchell | 10 | 7 | 6 | 2 | SUB | 8 |

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NB—Not broadcast. Only programs broadcast three or more months out of the five summer months were used for the purpose of this analysis.
SUB—Substitute program entitled *Three Thirds of the News.*

### War Messages

The roster of superlative programs shows that eight rated 30 or over in December 1943 against nine in 1942. The measure of 1943, however, is best gauged by a standard that includes December 1941 when not a single program was tallied with a CAB rating over 40 and only five were scored at 30 or better. With 18 programs in the 20-30 bracket, December 1943, moreover, has a record that is amply better than an improvement of 100% over 1941. Only eight offerings were scored in that range in that month.

Where 1943 fell short of 1942 was in the delivery of war information to the American people. Neither President Roosevelt nor Prime Minister Churchill succeeded in 1943 in achieving an audience rating that rivalled or bettered accomplishments of 1942. The difference undoubtedly reflects the differing quality of interests and events in the two periods: 1942, with the outbreak of war a fresh and momentous inspiration, was a year of unexpected and unheralded developments; 1943, with a public inured to war, was a year of steady and expected flowering of American offensive might.

The President and the Prime Minister, nevertheless, were credited with audience ratings that outdistanced their pre-war records. The President's Lincoln Day address, in fact, was scored at 67 to compare favorably with several of his 1942 talks to the Nation. It could not measure up, however, to the rating of 83 that the President twice scored in the first three months of the war. The Presidential discussion of the coal strike on May 2, 1943 was rated at 60 for the second best mark of 1943. The Washington Day address was tallied at 48, while the international broadcast in which President Comacho of Mexico joined with President Roosevelt to speak to the people of both Nations on April 20, 1943 was scored at 47.

Prime Minister Churchill was twice rated by the CAB in 1943 and was credited with respective ratings of 35 and 37. The first was scored by his international broadcast on "The Post-War World", March 21, and the second rating was earned by his address to the U. S. Congress on May 19. The Prime Minister's highwater mark in 1942 was 41.

### Special Events

American concern with its supply of food, a subject that demonstrated a remarkable growth in 1943, was borne out by the rating of 22.3 credited to the address of Herbert Hoover on January 21, 1943. The former President spoke on "Food Supplies for This War".

Another special event that achieved an exceptional rating from CAB was the address of Madame Chiang Kai-Shek from Madison Square Garden on March 2, 1943. It was scored at 15. The Hoover speech was carried on only one network, while the First Lady of China broadcast on two chains.

A series of weekly broadcasts by Elmer Davis, broadcast on three networks in the early months of 1943, was scored with ratings that ranged from 11.7 to a high of 17.3. An all-network broadcast of the War Bond Rally opening the Third War Loan drive on September 8, 1943 was recorded coincidentally with a rating of 40.2.

### New Programs

While 1943 was the year of new programs, the development was not perceptible until the summer season was in full flow. It was the consistent characteristic of the year thereafter. The record of the last winter season of 1942-43 discloses, moreover, that four fewer programs were rated than in the previous winter period of 1941-42. But the pickup that came in the spring of 1943 eventually added 29 programs to the roster of shows that were rated by the CAB in the summer of 1943 in contrast with 1942.

Case histories of the rated programs of December 1943 reveal, in addition, that 33 of them were new nighttime offerings in 1943. As the rated programs of the month numbered 137, it is evident that 24% of them were first-year productions.

An examination of the freshman shows that were still going strong

# The Formula For Coverage

POWER
+FREQUENCY
+CONDUCTIVITY

| | | |
|---|---|---|
| **POWER** | **5000 W.** | No station in Montana or Wyoming has greater power than KGHL. |
| **FREQUENCY** | **790 kc.** | KGHL is the only station in Montana and Wyoming with a frequency under 1200 kc. |
| **CONDUCTIVITY** | **FAVORABLE** | The KGHL signal encounters less soil resistance than any other regional channel station in Montana. |
| **COVERAGE** | **MAXIMUM** | No other station can match KGHL's coverage* of Montana and Northern Wyoming.<br>***KGHL Primary Area**<br>**Population - - - - 323,403**<br>**Retail Sales - - - $127,927,000**<br>**Radio Homes - - - 77,961**<br>Source: 1940 Census |

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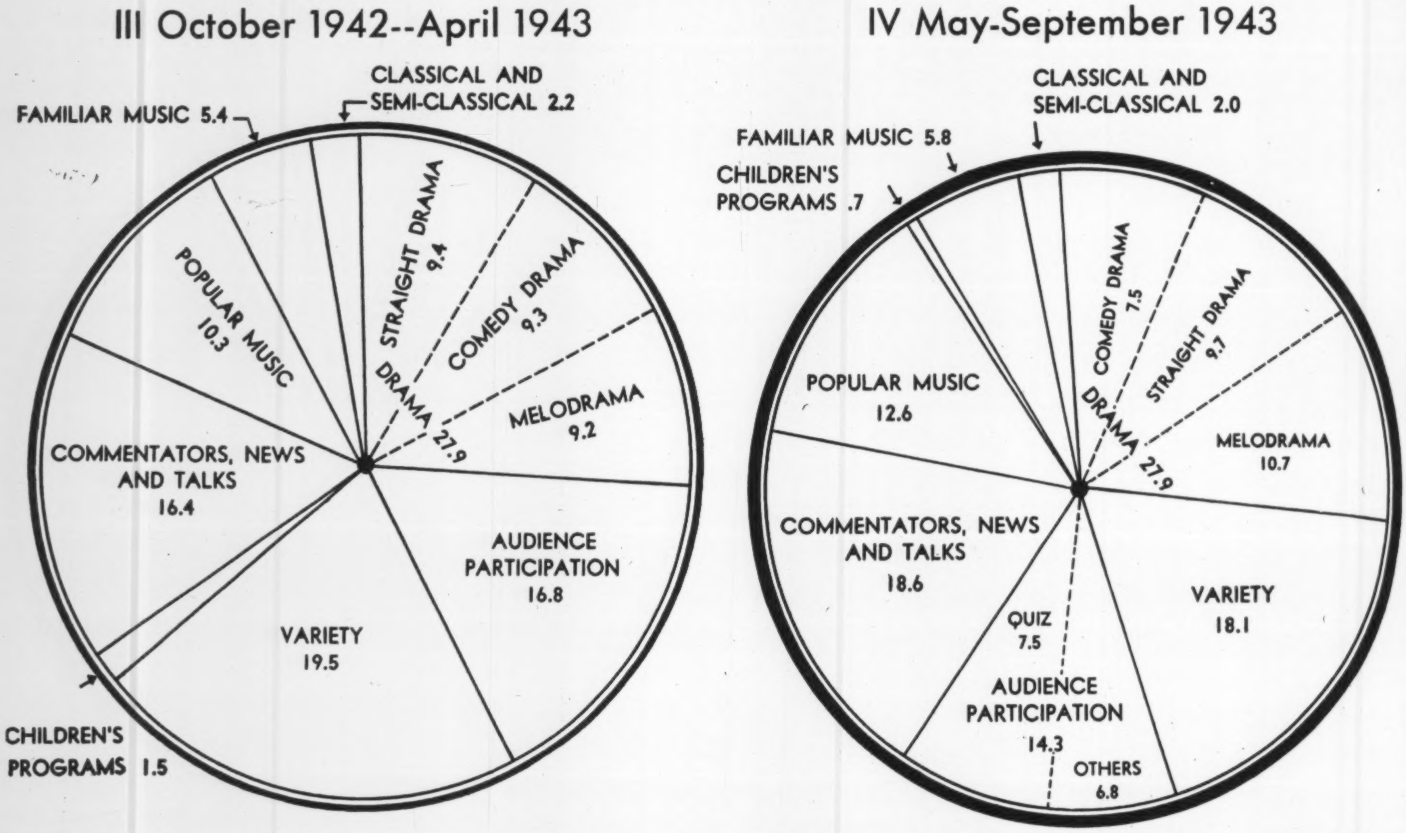
Represented by THE KATZ AGENCY

# DIVISION OF COMMERCIAL NETWORK TIME BY PROGRAM TYPES

## Evening Programs


III October 1942--April 1943

IV May-September 1943

NOTE:—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. 15-minute programs broadcast 5 times a week have been considered as 1¼ hours per week for the number of weeks investigated, 15-minute programs 3 times a week ¾ hour, etc.

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in December indicates that they ran the gamut of types with one exception. There was no new production offering classical and semiclassical music. But all the other types were represented.

Sponsors and producers exploited virtually every source to bring new talent to their 1943 network productions. Entertainers with established reputations in other fields than radio were imported to the studios. Among them were Groucho Marx and Jimmy Durante, whose stage and screen careers as comedians had given their names household currency throughout the nation. Both had previously appeared with more or less frequency as radio guest stars, but not until 1943 had they assumed the responsibility of carrying featured radio programs.

*Grand Ole Opry*, another variety program, demonstrated the feasibility of broadening a sectionalized reputation. The program has behind it many seasons of popularity in the southern central and coast states. Its audience was widened in October 1943 when it went on a coast-to-coast hookup. Network sustaining programs, another source of talent, contributed *Suspense*, a melodrama.

Another household name that became a fresh figure in radio was Leon Henderson, whose career at the head of OPA was as colorful as it was stimulating. He undertook the vocation of a news commentator in August. The recruiting of Leon Henderson, however, was only incidental to the phenomenal growth in news programs in 1943. In the summer season alone there were 26 sponsored nighttime news broadcasts in comparison with 17 in 1942.

Music, both familiar and popular in type, was generously represented among the newcomers by such programs as *Dubonnet Date*, *Keepsakes*, *Here's To Romance*, *Salute To Youth*, and *To Your Good Health*. *Blind Date* and *Correction Please* were brand new audience participation productions, while the addition of Hildegarde to *Beat the Band* qualified it to rank among the new entries.

New dramatic productions brought listeners a wide range of selection, ranging from dramatized war stories in the *The Man Behind the Gun* to another revival of the classic *Sherlock Holmes*. *Mr. and Mrs. North* qualified as comedy drama, while the *Coronet Little Show* followed the fashion of *Radio Reader's Digest*. *Mystery Theatre* was an out-and-out thriller with such period pieces as the *Murders in the Rue Morgue* providing the substance. Dramatic productions, all types included, accounted for more new shows among the December offerings than any other distinguishable type of radio program.

## V—Distribution of Sponsored Network Nighttime Programs According to Ratings—December

| Rating (% of Set Owners) | 1943 No. of Programs | 1943 % of Total | 1942 No. of Programs | 1942 % of Total |
|---|---|---|---|---|
| 40% and over | 2 | 1.5 | 4 | 3.3 |
| 35.0-39.9 | 2 | 1.5 | 0 | 0 |
| 30.0-34.9 | 4 | 2.9 | 5 | 4.2 |
| 25.0-29.9 | 7 | 5.1 | 4 | 3.3 |
| 20.0-24.9 | 11 | 8.0 | 8 | 6.7 |
| 15.0-19.9 | 15 | 10.9 | 15 | 12.5 |
| 10.0-14.9 | 30 | 21.9 | 37 | 30.8 |
| 5.0- 9.9 | 40 | 29.2 | 30 | 25.0 |
| 0.0- 4.9 | 26 | 19.0 | 17 | 14.2 |
|  | 137 | 100.0 | 120 | 100.0 |

### News and Comment

Despite the December record of the new dramatic shows, the type of program that displayed the greatest activity in 1943 was that embracing commentators, news and talks. The growing importance of network news programs—whether straight or inflated with comment—was demonstrated early in the year when Elmer Davis, chief of the Office of War Information, made weekly trips to the microphones to report to the nation over three networks.

Commercial advertisers likewise sensed the enriched interest in news programs and their consequent enlarged value as a vehicle for advertising messages. The CAB comprehensive report of the summer of 1943 reveals that news programs ranked second in the use of purchased nighttime network time. Exactly 18.6% of the purchased time was consumed in broadcasting news programs, and only the

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dramatic productions—44 shows in all—required more time. Variety shows fell to third place when they could account for only 18.1% of the commercial time.

In the previous summer season of 1942, news and comment programs ranked fourth in use of time. They were charged with 15.5% of the time, and the outranking types were, in order: drama, variety and audience participation. These types held the same relative positions in the winter season of 1942-43.

### Nighttime Leaders

As in other years, there was little change from the previous year in the December 1943 roster of radio's 20 leading productions. They were, listed in the order of their ratings, as follows:

Fibber McGee and Molly
Pepsodent Program—Bob Hope
Chase and Sanborn Program
Jack Benny
Lux Radio Theatre
Red Skelton
Aldrich Family
Maxwell House Coffee Time
Mr. District Attorney
Kay Kyser
Kraft Music Hall
Sealtest Village Store
Kate Smith Hour
Time To Smile—Eddie Cantor
Abbott and Costello
Hit Parade (45-minute program)
Screen Guild Players
Take It or Leave It
The Great Gildersleeve
Fitch Bandwagon

Only four were new to the list, and one of them, *Sealtest Village Store*, appeared in the 1942 roster as the *Rudy Vallee* program. The other three were *Abbott and Costello, Screen Guild Players*, and *Take It or Leave It*. The latter set a record as the first quiz show to climb into the top 20.

The 10 nighttime leaders for the winter months of 1942-43 are given in Table I. Changes in position from the previous winter season are few. The only newcomer to the group is Red Skelton. Both Walter Winchell and Kate Smith slipped from the first 10. The curious mathematics that adds one and takes away two is accounted for by the dual and separate listings of *Kraft Music Hall* as an hour and half-hour program.

Only three of the winter headliners appeared among the 10 leading programs (Table II) of the summer of 1943. They were the *Lux Radio Theatre, Aldrich Family*, and *Kraft Music Hall*. The list reveals, however, that the *Jergen's Journal*, vehicle for the news program of Walter Winchell, was still among the 10 high shows in popularity.

### Daytime Leaders

Seven of the 11 programs that contested for the 10 top positions among the weekday leaders in December 1943 (two were tied for tenth) were among the 10 high shows of December 1942.

The 11 leaders were:

Kate Smith Speaks
Stella Dallas
Big Sister
Pepper Young's Family
Right to Happiness
Backstage Wife
Ma Perkins (Columbia)
Young Widder Brown
Romance of Helen Trent
Our Gal Sunday
Lorenzo Jones

Newcomers to the list were *Stella Dallas, Backstage Wife, Young Widder Brown* and *Lorenzo Jones*.

With the exception of the topmost program, *Kate Smith Speaks*, the leaders were all serial dramas broadcast five days a week. All of them, including the Kate Smith program, a news summary, were 15-minute programs. If the Sunday presentations were added, two more programs would be included: *The Pause That Refreshes on the Air* and the *New York Philharmonic Orchestra*. These would place respectively in second and third positions, the latter tying with *Big Sister* and *Pepper Young's Family*.

The average rating of the weekday leaders for December 1943 is 11.5 as compared with an average of 10 for December 1942.

### Sports Events

In accordance with its usual practice, the CAB scored the radio audiences of numerous sports events in 1943, including 10 boxing matches and numerous baseball games in the championship season.

*Boxing*—None of the 10 fights rated in 1943 was a championship affair. As a result the top fight rating was only 8.5, and it was scored for the Beau Jack-Fritzie Zivic affray on Feb. 5, 1943. The ratings for the other nine contests ran down the scale to a low of 3.7 for the bout between Johnny Greco and Terry Young on May 8, 1943.

*Baseball*—The baseball season turned in a monthly listening average of 13.3 for 1943 to better by a narrow margin the 1942 average of 13.2. The 1943 season, however, showed a wider fluctuation in interest and reached a high point of 14.7 in June and dropped off to a low of 11.2 in September. The extremes of 1943 were higher and lower than 1942.

| | *1943* | *1942* |
|---|---|---|
| May | 13.1 | 13.5 |
| June | 14.7 | 13.9 |
| July | 13.8 | 12.8 |
| August | 13.1 | 12.3 |
| September | 11.2 | 13.1 |
| Season average | 13.3 | 13.2 |

### What the CAB Is

Collecting listening data for the mutual information of its members, the CAB is today the only nonprofit organization engaged in research of radio program popularity.

With its beginnings in 1929, the CAB took shape five years later as a non-profit enterprise. Supervision in the first four years of operation was exercised by the Radio Committee of the Assn. of National Advertisers in conjunction with a companion committee of the American Assn. of Advertising Agencies. A reorganization in 1934 led to the appointment of a governing committee—now the Board of Governors—in which both agencies and advertisers had equal control. Thus, the CAB is representative of all the buyers of radio time and talent. The Board, nominated by the American Assn. of Advertising Agencies and the Assn. of National Advertisers, at present consists of three agency members and an equal number of advertiser members.

The Board fixes all policies of the CAB including, of course, those governing research, membership rules and the compilation and dissemination of information. A major policy of the Board has been its determination to foster the development and the improvement of the CAB techniques. The end in view is the perfection of the ideal program popularity measurement. Accordingly, the CAB has always allocated a share of its income to experimentation. As a result, the CAB subscribers have benefited from improved service time after time.

The cost of the CAB is borne by the leading advertising agencies, advertisers and networks, and operating funds are collected by dues prorated according to each member's interest in radio advertising.

Results are sent to subscribers in the form of 40 or more reports per year—24 semi-monthly reports, and 16 others. The semi-monthly and monthly reports are rounded out by semi-annual publications—one analyzing trends in program popularity, the other analyzing trends in listening habits. Both are accumulations of the previous months of summer or winter investigations.

Special analyses of radio programs are readily prepared and supplied from the CAB's cumulative statistical data, while complete case histories of all commercial programs broadcast during the past 12 years are available to members.

Subscriber-members use the CAB reports to help them: (1) Pick the preferable day and hour whenever a choice of radio time is available. (2) Detect trends in the popularity of programs and types of programs. (3) Appraise talent scientifically by scrutinizing performance in ratings. (4) Determine whether a given season should be included or not. (5) Balance the value of daytime and nighttime programs. (6) Analyze program audiences by sections of the country, population groups, income levels, etc. (7). Evaluate the elements that contribute to high and low rating programs.

The CAB charts fortnightly the "box office" returns of every sponsored network program, regardless of the time of day or night it is on the air, using as its base a comprehensive, nationwide sample.

### Cities Surveyed

Investigations are regularly carried on in: *Eastern Cities*—Boston, New York, Philadelphia, Pittsburgh, Baltimore, Detroit, Cleveland, Buffalo, Cincinnati, Hartford. Providence, Syracuse, Rochester, Washington.

*Southern Cities*—Atlanta, Louisville, Memphis, New Orleans, Dallas, Houston, Oklahoma City.

*Midwestern Cities*—Chicago, St. Louis, Des Moines, Kansas City, St. Paul, Minneapolis, Omaha.

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WSAI's Audience-Building Promotion is greater, in both quantity and quality, than that of all other local Cincinnati Stations combined.

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| John Elmer (WCBM) | 6-23-37—2-16-38 |
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(*Continued on page 40*)

# Audience Size Trends

### By MATTHEW N. CHAPPELL, Ph. D.

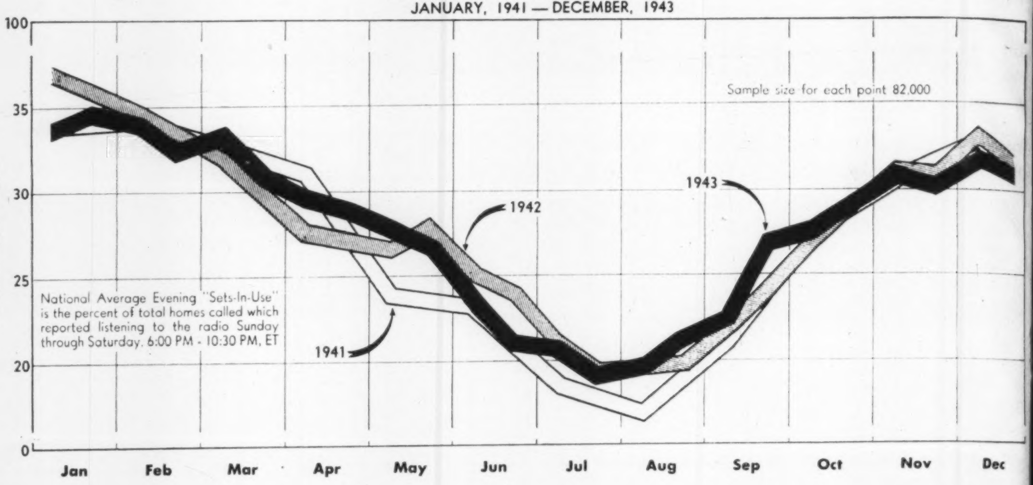
*Consultant to C. E. Hooper, Inc.*

CHART I

*Hooper National Trends*

**SETS-IN-USE INDEX — EVENINGS**

JANUARY, 1941 — DECEMBER, 1943



NATIONAL gasoline rationing, greater employment and increase in size of the armed forces are all clearly reflected in the radio audience trends for 1943. They seem to have borne out the predictions concerning audience conditions made in this space last year.

Generally speaking, evening "Sets-in-Use" in 1943 have been at about the same high levels reached in 1942 but the year-end conditions suggest slightly lower "Sets-in-Use" for the coming year. The average daytime "Sets-in-Use" for 1943 was also about equal to that for 1942 but here the indications are that 1944 will be equal to or slightly higher than 1943.

### Basic Factors

The four fundamental measurements which are basic to the operation of the radio industry are:

(a) The "Available Audience"—the percent of the population at home and awake at a given time.

(b) "Sets-in-Use"—the percent of homes listening to the radio at a given time.

(c) "Ratings"—the percent of homes listening to specific programs.

(d) "Sponsored Broadcast Hours"—the number of network hours per week devoted to sponsored programs.

Two of these—"Sets-in-Use" and "Available Audience"—have reached new highs in interest as a result of the operation of important and compensating groups of influences. Greater employment, increased size of the armed forces, Red Cross and Civilian Defense activities on the one hand; and gasoline rationing, rubber shortage, governmental pressure to save money and to restrict rail and bus travel on the other, are all forces tending to influence the size of the "at home" segment of the population—the "Available Audience" from which radio recruits its listeners.

The data used in this analysis were obtained by C. E. Hooper Inc., using the telephone coincidental method. Hooper interviewers, in 32 large cities geographically well distributed, call homes continuously during the broadcast of programs and ask the following questions:

1. Were you listening to your radio just now?

2. To what programs were you listening, please?

3. **Over what station** is that program coming?

4. What advertiser puts on that program?

4a. How many men, women and children are listening?

Hooper interviewers check daytime programs continuously during one week of each month. Two studies of evening programs are currently made by C. E. Hooper Inc.—a policy which was adopted in May 1942. The first study is made in the evening of the first week of each month and the second in the third week.

### Evening Audience Trends

The trends of "Sets-in-Use" and "Available Audience" for daytime and for evening over the period January 1941-December 1943 are shown graphically in the accompanying charts.

Charts I and II show the monthly national evening "Sets-in-Use" and "Available Audience" indexes for each of the three years—1941, 1942, 1943. The outstanding characteristic of both sets of curves is their seasonal variations. Both the "Available Audience" and the "Sets-in-Use" index tend to reach maxima in midwinter and minima in midsummer.

Chart I represents the Hooper Evening "Sets-in-Use" index from January 1941 to December 1943. It will be seen that in 1943 "Sets-in-Use" started the year below January 1942 which was the month following Pearl Harbor. By the first week in March, the 1943 level was above that for 1942 and remained above through the first week in May. In 1942 a major drop occurred between March and April which in previous years had not occurred until a month later. Daylight Saving Time was initiated late in April in years prior to 1942, but War Time was inaugurated in February 1942.

It was concluded that the added hour of daylight together with the mild weather accounted for the sharp decline in April "Sets-in-Use"; that War Time had advanced the seasonal decline about a month; and that a similar influence should be expected for the duration. This was found again in 1943.

From May through July, evening "Sets-in-Use" in 1943 were lower than in 1942, and from August through October somewhat higher. After the first week in November 1943 "Sets-in-Use" fell below the 1942 level.

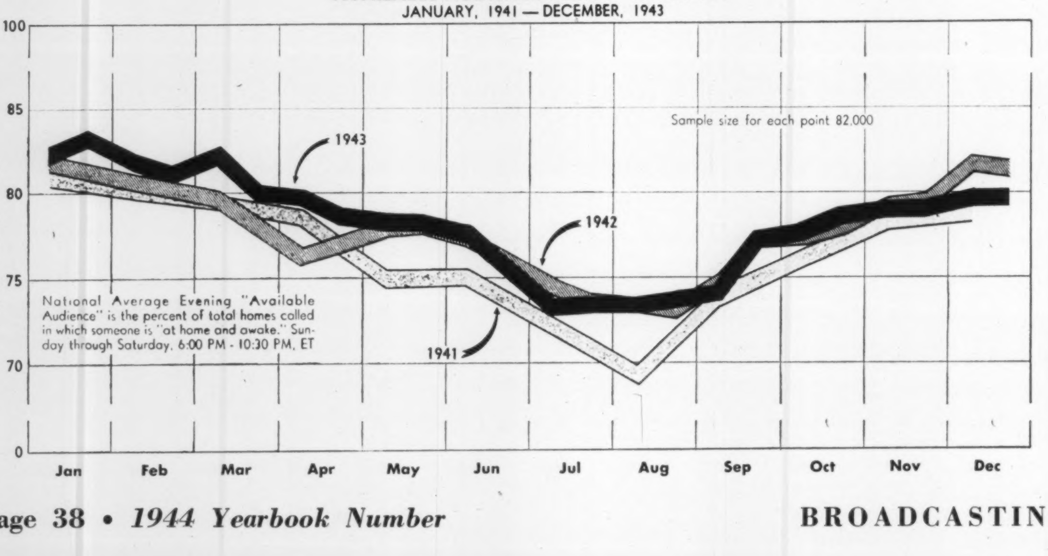
The "Available Audience" trend for the evening is shown in Chart II. It will be noted that in 1942 the available audience showed a major gain in May which reversed the usual seasonal trend. Gas rationing on the Eastern Seaboard was inaugurated at that time. It took another major jump in December 1942, when gasoline rationing was made nationwide. As a result, 1943 started the year with "Avail-

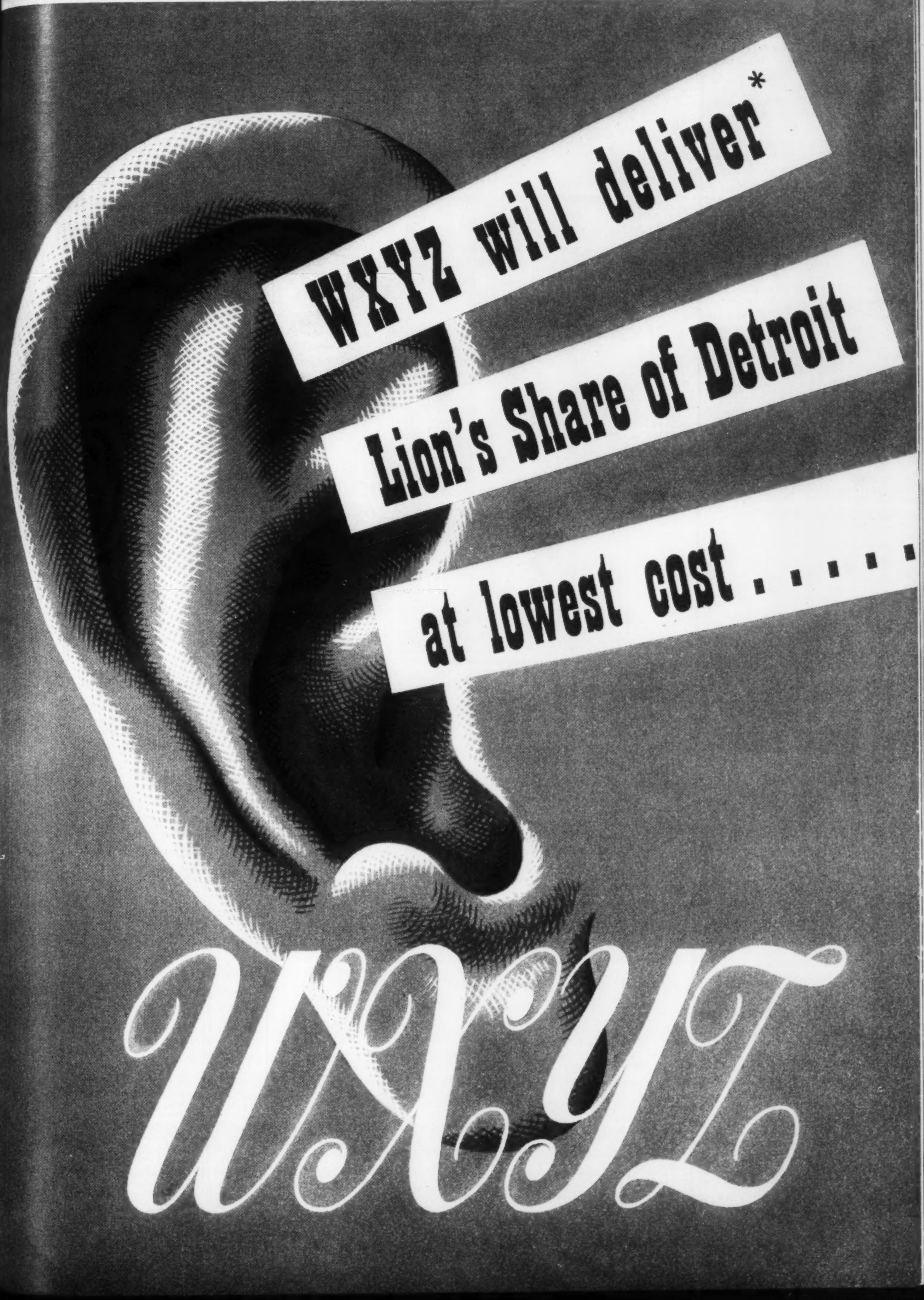
CHART II

*Hooper National Trends*

**AVAILABLE AUDIENCE INDEX — EVENINGS**

JANUARY, 1941 — DECEMBER, 1943




WXYZ will deliver*
Lion's Share of Detroit
at lowest cost . . . .
WXYZ

able Audiences" appreciably higher than in 1942. They remained higher until May. From May through October the trends for the two years resembled each other closely but after October the "Available Audience" fell below the 1943 level for the remaining two months of the year. These evening trends indicate for 1944 slightly lower trends in both "Available Audience" and "Sets-in-Use".

### Daytime

The daytime conditions are represented in Charts III and IV. These charts are based on Monday through Friday data only.

Chart III shows the daytime "Sets-in-Use Index" trends. Daytime "Sets-in-Use" in 1943 started the year well below the 1942 level and, with the exception of April, remained below until July. From July through December, daytime "Sets-in-Use" were above the 1942 level.

This finding is of particular significance in view of the "Available Audience" trend shown in Chart IV, which started the year at the 1942 level but since March has been well below. That is to say daytime radio in the latter half of 1943 attracted larger audiences than in 1942 despite the fact the "Available Audiences" were appreciably lower in 1943.

It seems probable that employment in 1944 will not greatly increase above the 1943 level. Therefore, if gasoline rationing should continue throughout 1944, it seems probable that daytime "Available Audiences" during the coming year will remain at about the 1943 levels and that daytime "Sets-in-Use" will be at about the 1943 levels or slightly higher.

CHART III

*Hooper National Trends*

**SETS-IN-USE INDEX — DAYTIME**

JANUARY, 1941 — DECEMBER, 1943

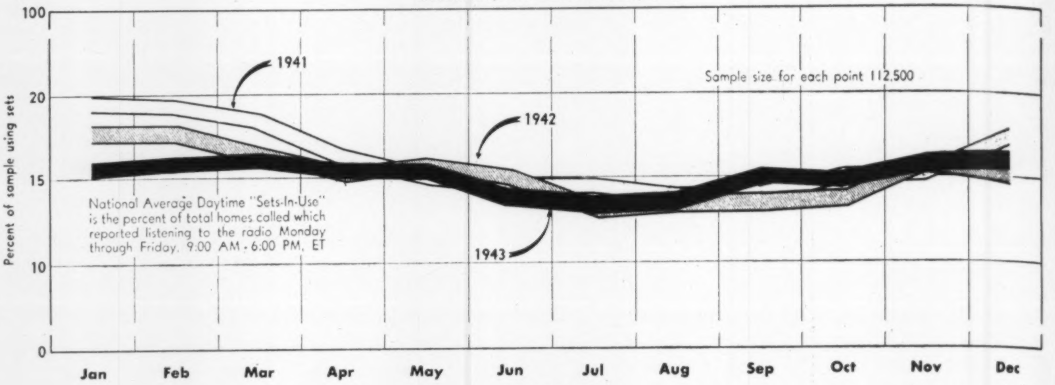
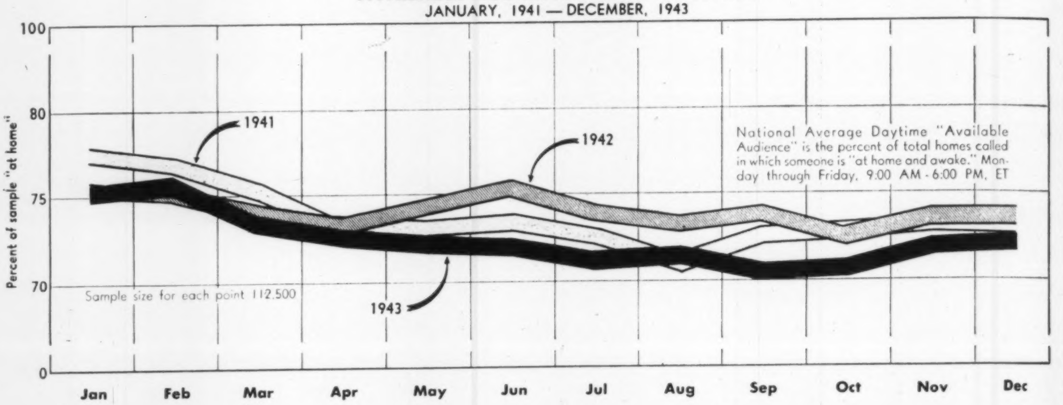


CHART IV

*Hooper National Trends*

**AVAILABLE AUDIENCE INDEX — DAYTIME**

JANUARY, 1941 — DECEMBER, 1943



### Top Ranking Evening Programs

The top ranking evening programs as of Dec. 15, 1943 and 1942 are shown in List 1 and List 2.

## LIST 1

### December 1943 Evening Ratings

| *Rank* | *Program Name* | *Rating* |
|---|---|---|
| 1. | Fibber McGee & Molly | 31.8 |
| 2. | Charlie McCarthy | 30.7 |
| 3. | Bob Hope | 29.2 |
| 4. | Joan Davis with Jack Haley | 27.0 |
| 5. | Aldrich Family | 26.0 |
| 6. | Walter Winchell | 25.4 |
| 7. | Jack Benny | 25.3 |
| 8. | Radio Theatre | 25.3 |
| 9. | Abbott & Costello | 24.5 |
| 10. | Frank Morgan—Fanny Brice | 23.2 |
| 11. | Mr. District Attorney | 22.8 |
| 12. | Bing Crosby | 22.7 |
| 13. | Screen Guild Theatre | 22.4 |
| 14. | Take It or Leave It | 22.1 |
| 15. | Fred Allen | 20.4 |

## LIST 2

### December 1942 Evening Ratings

| | | |
|---|---|---|
| 1. | Charlie McCarthy | 36.2 |
| 2. | Bob Hope | 35.4 |
| 3. | Fibber McGee & Molly | 31.4 |
| 4. | Jack Benny | 30.4 |
| 5. | Aldrich Family | 29.5 |
| 6. | Frank Morgan—Fanny Brice | 29.1 |
| 7. | Bandwagon | 23.3 |
| 8. | Rudy Vallee | 22.3 |
| 9. | Bing Crosby | 22.0 |
| 10. | Kay Kyser | 21.7 |
| 11. | Eddie Cantor | 21.7 |
| 12. | Walter Winchell (Sub.) | 20.7 |
| 13. | Radio Theatre | 20.6 |
| 14. | Abbott and Costello | 19.8 |
| 15. | One Man's Family | 19.8 |

Ten of the programs appearing in List 2 are also found in List 1, but five appear on the 1943 year-end list which were not on that for 1942: Joan Davis with Jack Haley, *Mr. District Attorney*, *Screen Guild Players*, *Take It Or Leave It* and Fred Allen.

### Top Ranking Daytime Programs

The top 15 weekday daytime programs for December 1943 and December 1942 are shown in List 3 and List 4 respectively.

## LIST 3

### December 1943 Weekly Daytime Ratings

| | | |
|---|---|---|
| 1.5 | Stella Dallas | 8.3 |
| 1.5 | Portia Faces Life | 8.3 |
| 3.5 | Ma Perkins (CBS) | 8.2 |
| 3.5 | When A Girl Marries | 8.2 |
| 5. | Young Widder Brown | 8.1 |
| 6. | Big Sister | 7.9 |
| 7. | Pepper Young's Family | 7.8 |
| 8. | Our Gal, Sunday | 7.4 |
| 9.5 | Right to Happiness | 7.3 |
| 9.5 | Kate Smith Speaks | 7.3 |
| 11. | Back Stage Wife | 7.1 |
| 12. | Ma Perkins (NBC) | 7.1 |
| 13.5 | Helen Trent | 7.0 |
| 13.5 | Breakfast at Sardi's | 7.0 |
| 15.5 | Lorenzo Jones | 6.5 |
| 15.5 | Life Can Be Beautiful | 6.5 |

## LIST 4

### December 1942 Weekday Daytime Ratings

| | | |
|---|---|---|
| 1.5 | Portia Faces Life | 8.5 |
| 1.5 | Kate Smith Speaks | 8.5 |
| 3.5 | Stella Dallas | 8.1 |
| 3.5 | Life Can Be Beautiful | 8.1 |
| 5.5 | Big Sister | 8.0 |
| 5.5 | Our Gal Sunday | 8.0 |
| 7. | When A Girl Marries | 7.5 |
| 8. | Right To Happiness | 7.4 |
| 9. | Young Widder Brown | 7.2 |
| 10.5 | Vic and Sade (CBS) | 7.1 |
| 10.5 | Romance of Helen Trent | 7.1 |
| 12. | Pepper Young's Family (NBC) | 7.0 |
| 13. | Ma Perkins (NBC) | 6.7 |
| 14.5 | Road of Life | 6.6 |
| 14.5 | Ma Perkins (CBS) | 6.6 |

List 3 contains 16 instead of 15 programs because *Lorenzo Jones* and *Life Can Be Beautiful* were tied for 15th place. Of these 16 programs, 13 were among the year-end "Top Fifteen" in 1942 as may be seen in List 4: *Back Stage Wife*, *Breakfast at Sardi's* and *Lorenzo Jones* appear in the 1943 list but were not among the "Top Fifteen" a year ago.

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# National Assn. of Broadcasters

(*Continued from page 37*)

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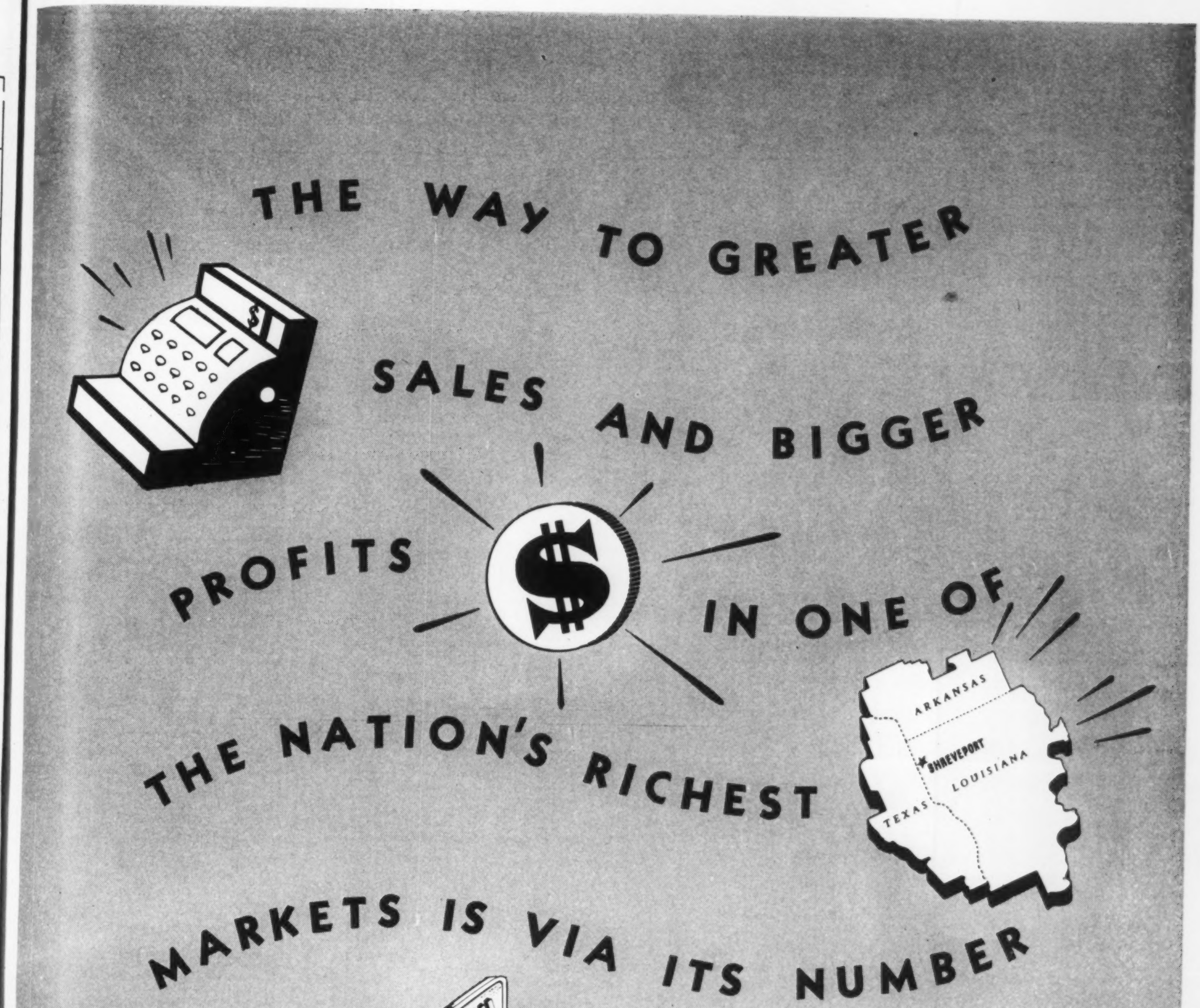
ARKANSAS
SHREVEPORT
LOUISIANA
TEXAS
KWKH

THE WAY TO GREATER SALES AND BIGGER PROFITS IN ONE OF THE NATION'S RICHEST MARKETS IS VIA ITS NUMBER ONE SALESMAN

**KWKH**

A SHREVEPORT TIMES STATION

*Shreveport, La.*

**CBS—50,000 WATTS**

THE BRANHAM CO.

# RADIO MEN IN THE ARMED FORCES OF THE UNITED STATES

**Alphabetical list by states based on information supplied by stations, networks and other groups directly identified with radio.***

**Symbols: A, Army; N, Navy; M, Marine Corps; CG, Coast Guard; MS, Maritime Service; ARC, American Red Cross.**

### ALABAMA

Atkins, Geo. W. P. (WAP) Lt. (jg)—N
Atkinson, Wm. (WAPI) Lt.—A
Badgley, David (WHBB) AC—N
Baker, Jack (WMSL) A
Bell, Alvin (WALA) Capt.—A
Beown, Hudie (WMSL) A
Blizzard, Lewis (WMSL) Cpl.—A
Borthwick, Edward (WSGN) N
Bothwick, William (WSGN) RCAF
Bowers, Jerome (WMSL) A
Broughton, John (WHBB) RM2/C—N
Campbell, Donc (WHBB) Pvt.—A
Cannon, Carl (WSGN) N
Carter, S. O. (WALA) Lt.—A
Cody, John (WCOV) Capt.—A
Coleman, Ward (WHBB) Pvt.—A
Davis, John (WMSL) A (CDD)
Dunlap, Wallace (WMOB) PFC.—A
Durden, H. S. (WSFA) Capt.—A
Emmerson, Harris (WAPI) Y2/C—N
Farmer, Jon (WBRC) Sgt.—A
Farrell, Maury J. (WAPI) Capt.—A
Gillem, Jennings (WAPI) Lt.-Col.—A
Hardy, Gene (WALA) Cpl.—A
Helms, W. S. (WSFA) Lt.—A
Hill, Billy (WMOB) AC—A
Holman, Al (WALA) N
Hooper, Jesse (WHBB) AC—A
Hopson, B. H. (WHBB) Lt.—N
Hurlston, S. C. (WALA) N
Inge, Zeb (WMOB) ARC
Joseph, William (WALA) Cpl.—A
Kilmer, William (WSGN) A
McCabe, Tom (WALA) PFC.—A
McManus, James (WMOB) M
McNamara, James (WMOB) Ens.—N
Melaff, Mitchell (WSGN) A
Nicholson, Voyle (WMSL) A
Parson, Cecil E. (WAPI) Lt.—A
Pearce, Sam (WMSL) Ens.—N
Persons, Clarence P. (WAPI) Lt.—N
Petranka, Joe (WSFA) M/Sgt.—A
Plumstead, Eugene (WSGN) A
Quick, Cletus (WBHP)
Rappaport, Irv. (WSFA) Lt.—A
Reuben, Marvin (WSFA) Lt.—A
Roberts, Adrian (WMOB) Pvt.—M
Rodda, Rolly (WBRC) M/Sgt.—A
Rogers, Melvin (WMSL) A
Rountree, Tarver (WHBB) Pvt.—A
Stephens, Frank (WMSL) A
Tennyson, Scott (WALA) Ens.—N
Trammell, Lamar (WAGF) Sgt.—A
Ussery, Paul (WSFA) Lt.—A
Vickrey, Marion (WMSL) Lt. (jg)—N
Weathers, James (WAGF) A
White, Rex (WSGN) A

### ARIZONA

Anderson, A. C. (KTAR) Lt.—A
Bartholomeaux, Paul (KVOA) T/Sgt.—A
Boring, George R. (KOY) Lt.—A
Brown, Mark (KTAR) CPO—N
Cable, Lowell (KVOA) Pvt.—A
Dillman, Pete (KGLU) Lt.—A
Drake, Myron (KTAR) Sgt.—A
Erickson, Elna (KOY) Lt.—WAC
Farber, Lester (KVOA) Lt.—A
Gibbs, John B. (KOY) Lt.—A
Giroux, Paul (KTAR) Lt.—A
Henderson, David (KVOA) RM3/C—N
Janney, Edward (KOY) Lt.—A
Johansen, Martin (KTAR) Lt.—A
Karbach, David (KOY) S/Sgt.—M
Karson, Lee (KTAR) Lt.—A
Lang, Marvin (KTAR) Ens.—N
Little, Franklin (KTAR) AC—A
Matheson, Mac (KOY) Sgt.—A
Miller, Clifford (KOY) Lt.—A
Plumlee, Paul (KGLU) M/Sgt.—A
Raskin, L. J. (KTAR) Lt.—A
Reilly, John A. (KOY) Capt.—A
Ross, James (KOY) PFC.—A
Shumway, Bruce (KVOA) N
Szollosi, Jack (KYCA) Y2/C—N

### ARKANSAS

Adams, Carl (KFPW) Sgt.—A
Alford, Marion (KLRA) PFC.—A
Beard, Jay (KBTM) A
Benedict, Bob (KLRA) A
Clark, Wilbur (KTHS) Ens.—N
Cook, Stanley (KTHS) N
Corbet, Ralfe (KLRA) Cpl.—A
Crenshaw, Phil (KUOA) Pvt.—A
Cunningham, Thomas (KELD) Cpl.—A
Delaloye, Jack (KFPW) Pvt.—A
Ellington, P. E. (KFPW) Lt.—A
Gutensohn, Walter (KFPW) Pvt.—A
Harlow, Lester (KLRA) Lt.—N
Hawley, George L. (KELD) AS.—N
Henderson, Joe (KFPW) Lt.—A
Hendricks, Jim (KFPW) A
Johnson, Wendell (KOTN) N
Knouse, Kay (KOTN) A
Marsh, Harvey (KFPW) Ens.—N
Mayeaux, Jules (KOTN) Cpl.—A
McKinney, Wilfred (KELD) Lt.—A
Miller, J. L. (KUOA) Lt.—N
Richardson, Jesse (KLRA) Pvt.—M
Richeson, O. E. (KFPW) Sgt.—A
Rountree, George (KUOA) N
Schlieff, Walter (KFPW) S.—N
Seay, H. Preston (KELD) F1/C—N
Sengel, W. A. (KFPW) N
Shirey, Alfred (KLRA) M
Slattery, Red (KLRA) A
Smith, Cecil (KUOA) Ens.—N
Taylor, Orville (KFPW) S.—N
Terrell, Jimmy (KLRA) Pvt.—A
Thompson, John (KOTN) N
Walker, H. E. (KUOA) Lt.—A
Wall, Mark (KFPW) Cpl.—A
Watkins, Loren (KUOA) AC—A
Weaver, Billie (KFPW) S.—N
Winter, W. E. (KUOA) FO—A
Woodard, Jimmy (KLRA) Ens.—N

### CALIFORNIA

Ackerman, Ken (KQW) CG
Alexander, Vincent (KGER) Pvt.—A
Anderson, Loree (KGER) Cpl.—A
Anderson, Norman (KNX) Ens.—N
Anderson, Raymond (KNX) Pvt.—A
Andriesse, R. K. (KPO) AC—A
Arnold, Joseph (KNX) Pvt.—A
Ashby, Dick (KFXM) Pvt.—A
Avery, Tol W. (KSFO) 1st Sgt.—A
Baillie, Ted (KMPC) Sgt.—A
Baker, Charles (KIEM) M
Baker, Donald (KNX) Sgt.—A
Ballantyne, Eugene (KNX) Ens.—N
Ballinger, Art (KMTR) Capt.—A
Barlow, Robert (KNX) Capt.—A
Barry, Bert (KFBK) Lt.—A
Barton, William (KVEC) Capt.—A
Bauer, Hal (KQW) A
Bauriedel, John (KIEM) Capt.—A
Bazuik, W. L. (KERN) Lt.—A
Beck, Jack (KNX) A
Bell, Finis (KGER) Pvt.—A
Benham, E. J. (KMYC) Lt. (jg)—N
Bennett, Russell (KWG) N
Bensussen, Sam (KVEC) Sgt.—A
Berg, Allan (KHUB) Pvt.—A
Berger, Hal (KMPC) Capt.—A
Bertrandias, Richard (KPO) Lt. (jg)—N
Bilbeau, Al (KWG) N
Bindner, Theo. (KROW) Lt.—A
Birkenhead, Warren (KNX) Lt.—N
Bisbee, Gail (KTMS) MS
Bishopp, R. J. (KPO) Lt.—N
Black, Bennett (KNX)
Bohlinger, Thomas (KNX) Lt.—N
Boren, John (KYOS) CG
Boston, Tom (KNX) Pvt.—A
Botzer, Allen (KNX) A
Bovard, Bob (KROW) A
Brannon, W. E. (BLUE) N
Brewster, Carl (KFVD) Capt.—A
Briggs, Allan (KTMS) N
Britt, Paul (KNX)
Brooks, Phil (KRKD) Pvt.—A
Brosn, Lynn Ruth (KSFO) WAC
Brown, David (KNX)
Brown, Harold (KERN) AC—A
Bull, Winston (KROY) Lt.—A
Burda, Orville (KVCV) A
Burman, Ned (KQW) M
Burns, George (KFXM) Lt.—A
Buzzini, Bert (KQW) N
Cady, Frank (KGO) PFC.—A
Callahan, E. C. (KPO) Lt. Com.—N
Campbell, Carleton (KNX)
Capka, Frank (KNX) Y3/C—N
Carmona, Al (KVEC) AC—A
Carter, Gaylord (KNX) N
Carter, George (KNX) Lt.—A
Cartier, Fran (KFBK) AC—A
Cary, Robert (KNX)
Casey, Clark (KNX) Sgt.—A
Cecil, Charles (KVEC) AC—A
Christianson, Carl (KYA) Sgt.—A
Clark, George (KNX) Ens.—N
Clinton, Jack (KNX) Ens.—N
Concannon, Charles (KFRC) Lt.-Com.—N
Conklin, Gordon (KFAC) Cpl.—A
Conrad, William (KMPC) Capt.—A
Cook, J. (KPMC) RM1/C—N
Cook, Milton (KARM) A
Cooley, Syd (KDB) MS
Cormack, Alan (KNX) N
Corner, Mason (KARM) A
Correll, Robert (KNX) Ens.—N
Cowan, Robert (KNX) CG
Craig, Wesley (KERN) S1/C—N
Crawshaw, Fred (KFRC) Lt.-Com.—N
Crosatto, Dave (KSAN) Cpl.—A
Currlin, Donald (KGO) Ens.—N
Dahlstead, Dresser (BLUE) Pvt.—A
Daniel, James (KNX) A
Daniel, Thomas (KXO) AC—A
Davidson, Robert (KGER) Ens.—N
Davis, Lucian (KNX)
Dawson, Edward (KROY) N
Day, Malcolm (KNX)
Denton, Jack (KNX) S2/C—CG
Des Autels, Van (KFAC) CPO—N
DeVilbiss, Robert (KMTR) Pvt.—A
DeYoung, Gene (KARM) A
Dilatush, Lucian (BLUE) Pvt.—A
Dobyns, John (KGER) Capt.—A
Donahue, Jack (KNX) Pvt.—A
Dorais, S. P. (BLUE) Cpl.—A
Dorais, William (KNX) Pvt.—A
Douglass, Charles (KNX) Lt.—N
Doyle, Chester (KNX) Lt.—N
Dressen, Walter (KTMS) CPO—N
Drilling, Joe (KARM) N
Dumm, Robert (KSFO) Ens.—N
Duse, James (KNX)
Earle, Wilber (KNX) A
Eddy, Roger (KVEC) AC—A
Ehrhardt, Jack (KROY) A
Ellison, James (KNX) Lt.—CG
Emerick, Bob (KYA) AC—A
England, Paul (KNX) N
English, Gene (KNX) OWI
Erlenborn, Ray (KNX) Pvt.—A
Faitthorn, Nathaniel (KSFO) Lt.—A

(Continued on page 47)

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## Honor Roll

**Barton, Bus**
(WLW) M (killed)

**Brimberg, Isaac**
(WNYC) Maj.—A (died)

**Brunner, Russell**
(WBAA) Lt. Col.—A (missing in action)

**Burch, Joseph**
(RCA) Maj.—A (killed in action)

**Byers, Ben**
(NBC) F/O—A (missing)

**Carleton, Samuel**
(KFAB) Ens.—N (killed in training)

**Carroll, James**
(WCSC) Lt.—A (killed in action)

**Carter, Kenneth**
(WNAC) Lt.—A (killed)

**Chase, Donald**
(WTMJ) Lt.—A (killed in action)

**Clifton, John**
(KVEC) A (killed in action)

**Crocker, Don**
(NBC) N (killed in action)

**Frear, Robert**
(WIBX) Lt.—A (killed in action)

**Freeman, Robert L.**
(KFPW) Sgt.—A (missing in action)

**Fuld, Stephen**
(CBS) Ens.—CG (missing in action)

**Green, Robert**
(NBC) Ens.—N (killed)

**Kearney, Francis**
(WRUF) Lt.—A (missing in action)

**Kops, Stanley**
(KFWB) Pvt.—M (killed in action)

**McClelland, Thomas**
(KLZ) Ens.—N (killed in action)

**McDonald, George**
(WCOP) S/Sgt.—A (died in service)

**Meininger, Walter**
(KMBC) Lt.—A (killed in action)

**Miller, Sam**
(KLRA) RM1/C—N (killed in action)

**Mills, Alma 'Buddy'**
(KVRS) A (missing in action)

**Millsap, John**
(WMGA) Lt.—A (killed in action)

**Morris, Tom**
(KMBC) Lt.—A (killed in action)

**Nash, Herbert**
(WSTV) Pvt.—A (died in service)

**Osborn, Wendell**
(WWJ) Lt. Com.—N (missing in action)

**Poor, J. E.**
(WHBQ) A (killed in action)

**Reeves, Don**
(KFH) N (died in service)

**Seale, E. E.**
(KSAM) Ens.—N (killed in action)

**Smith, B. A.**
(KGKB) N (died in service)

**Smith, Robert**
(KRBM) ARM2/C—N (killed in action)

**Sproul, Derby**
(KLZ) Capt.—A (killed in action)

**Trocha, Dick**
(WALL) N (killed in action)

**Utley, Louis**
(NBC) Lt.—A (killed in action)

**Young, Douglas**
(KMTR) (killed in action)

### PRISONERS OF WAR

**Carey, William**
(WRUF) Lt.—A

**Chandler, Barron**
(NBC) Lt.—N

**Hart, George**
(Radio Engineer) Maj.—A

**Clinton, Jack**
(CBS) Ens.—N

**Garey, John**
(NBC) Lt.—A

**Winterman, Mike**
(KFPY) Cpl.—M

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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* Names, service branch and rank based on data from employing companies. BROADCASTING does not guarantee accuracy or completeness of information furnished, notably due to change in rank and status. Network personnel attributed to New York headquarters except where office is otherwise identified.

G.E.

HAS MADE MORE BASIC ELECTRONIC TUBE DEVELOPMENTS THAN ANY OTHER MANUFACTURER

Ever since General Electric's Dr. Langmuir, in 1913, developed the first high-vacuum tube — a discovery that has made possible most of the radio apparatus in use today — G-E electronic research and engineering have been rolling along with development after development.

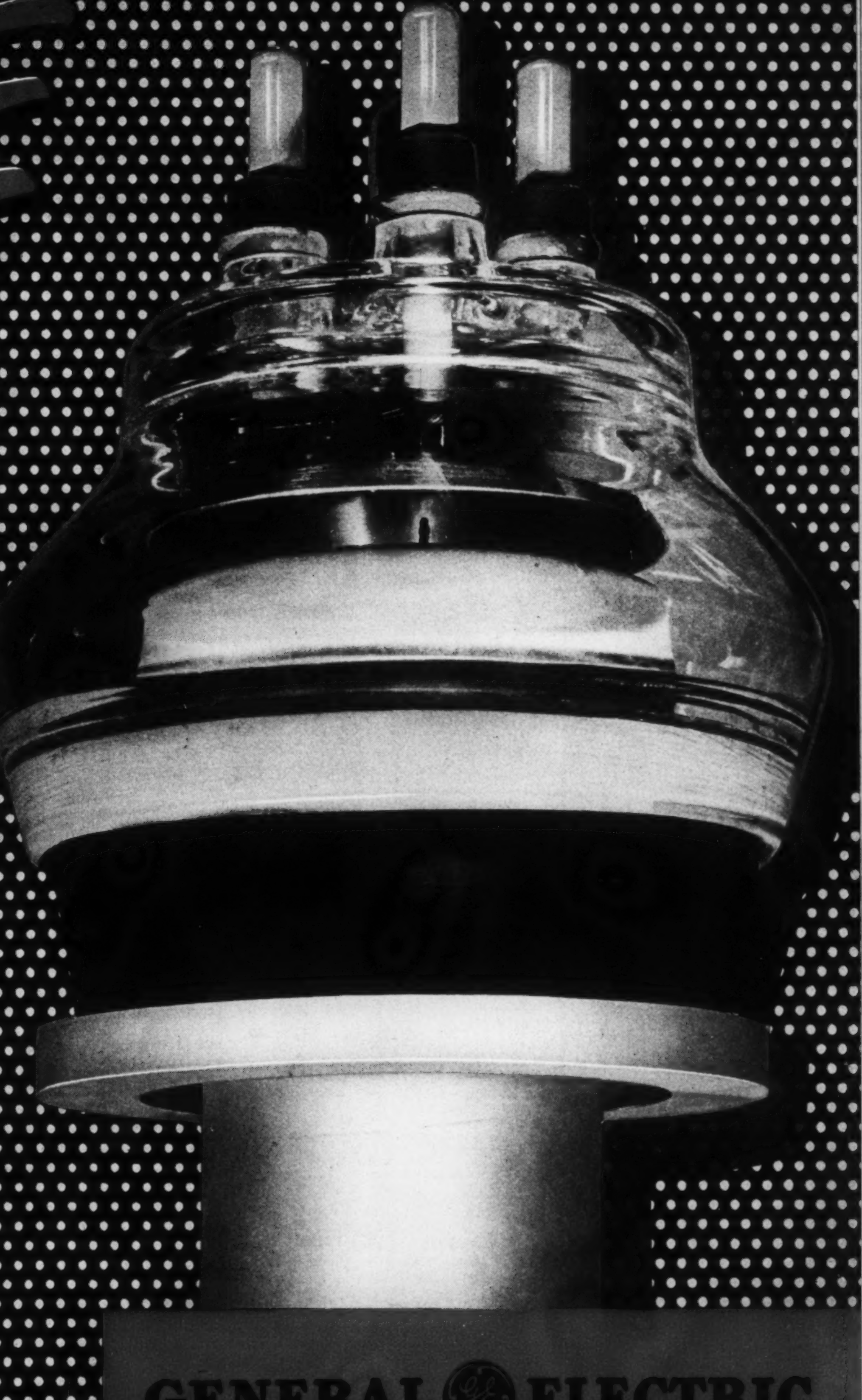
Among the electronic-tube "firsts" contributed by G.E. are:

- *thoriated tungsten filaments*
- *high-powered water-cooled transmitter tubes**
- *hot-cathode, mercury-vapor rectifiers*
- *the screen-grid tube*
- *the steel-clad ignitron*
- *the thyratron*
- *the metal receiver tube*
- *photoelectric tubes for commercial talking moving pictures*

And there are many others — including important recent developments (some not yet released from war secrecy) — representing new strides in dependable and economical broadcast operation.

The G-E transmitter tubes available to you today and tomorrow are being made in the world's finest tube factory. They carry the assurance of greater economy, greater efficiency, and longer service than any you have ever used before. For further information about transmitter tubes — for FM, AM or television — address *Electronics Department, General Electric, Schenectady, N. Y.*

**Today G.E. is the largest manufacturer of water-cooled transmitter tubes, and a leading manufacturer of all others.*

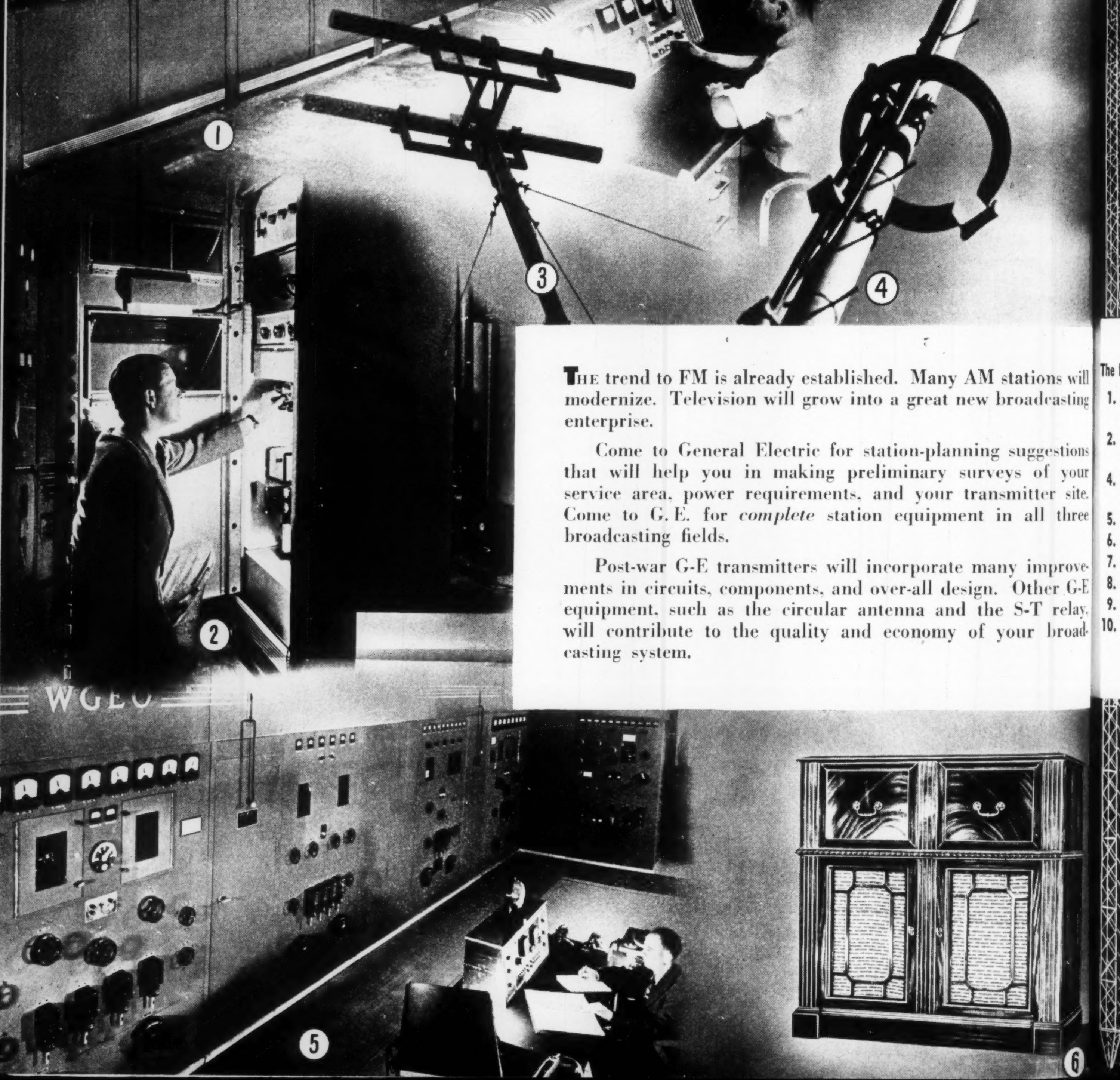


GENERAL ELECTRIC

160-C4

THERE IS A G-E ELECTRONIC TUBE FOR EVERY PURPOSE

# Look to G.E. for complete FM, A



The trend to FM is already established. Many AM stations will modernize. Television will grow into a great new broadcasting enterprise.

Come to General Electric for station-planning suggestions that will help you in making preliminary surveys of your service area, power requirements, and your transmitter site. Come to G.E. for *complete* station equipment in all three broadcasting fields.

Post-war G-E transmitters will incorporate many improvements in circuits, components, and over-all design. Other G-E equipment, such as the circular antenna and the S-T relay, will contribute to the quality and economy of your broadcasting system.

The foll

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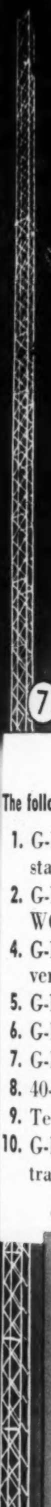
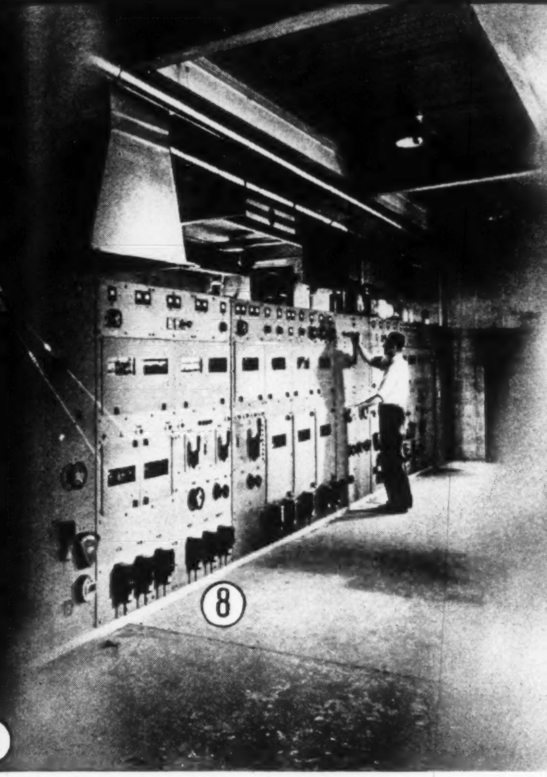
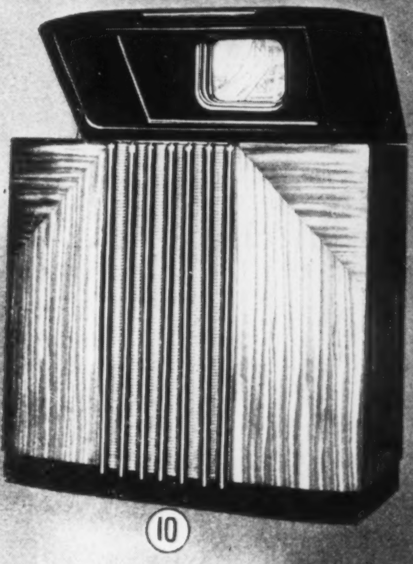
# and Television Broadcasting Systems

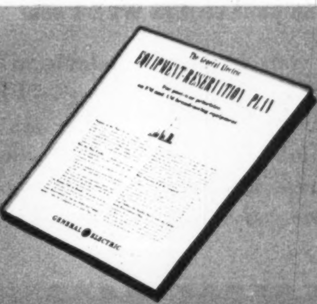






**The following described G-E broadcasting equipment is pictured on these two pages:**

1. G-E 50-kw developmental transmitter and control console at G.E.'s station WGFM.
2. G-E relay transmitter (station-to-transmitter) at G.E.'s FM station WGFM. **3.** G-E *S-T* relay antenna for FM.
4. G-E circular antenna for FM broadcasting (far outmodes the conventional turnstile type).
5. G-E AM transmitter and control console at G.E.'s station WGEO.
6. G-E home receiver for FM and AM.
7. G-E vertical radiator antenna (625 ft.) for AM at G.E.'s station WGY.
8. 40-kw television transmitter of G.E.'s station WRGB.
9. Television relay antenna at G.E.'s station WRGB.
10. G-E home television receiver. **11.** Rectifiers and monitors in transmitter room of G.E.'s station WGEO and WGEA.



The General Electric
EQUIPMENT-RESERVATION PLAN

GENERAL ELECTRIC

### THE GENERAL ELECTRIC EQUIPMENT-RESERVATION PLAN will help you secure your place in radio broadcasting post-war

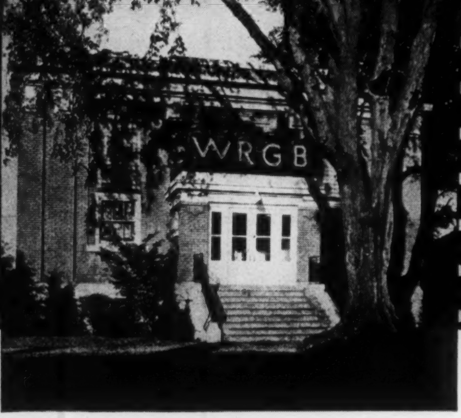
GENERAL ELECTRIC offers you this plan to enable you to complete *your* post-war plans *now*. It will enable you to establish a post-war priority on a broadcast transmitter — FM, AM, or television—and associated equipment. It will enable us to plan definitely for large-scale post-war production, thereby giving you the fastest possible post-war delivery and the savings of planned production. Investigate and assure your place in radio broadcasting post-war.

*• If you have not received your copies of "The G-E Equipment-Reservation Plan" and "Radio Broadcasting Post-war," write to Electronics Department, General Electric, Schenectady, N. Y.*

**STATION AND STUDIO EQUIPMENT • TRANSMITTERS • ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS**

**GENERAL ELECTRIC FM television AM**

*See G.E. for all three!*



## GENERAL ELECTRIC SETS THE PATTERN FOR TELEVISION*

*AWARD: In recognition of the year's outstanding contributions to the art of Television Programming, General Electric's station WRGB was presented with the American Television Society award for 1942-1943.

At Schenectady, WRGB, the world's largest and best equipped television station, is broadcasting regularly scheduled afternoon and evening programs several times a week.

At this General Electric proving-ground station, program techniques are being developed, commercial possibilities explored, transmitting and studio equipment constantly undergoing improvements. All these things represent progress that promises a great future for television as a separate and expanding broadcasting enterprise.

To this center of television development are coming many broadcasters, prospective advertisers, and advertising agencies—to gain television knowledge and experience, to co-operate in program experimentation, and to discuss the post-war field.

**Plan your visit to WRGB now**

Regardless of your interest in television—management, engineering, or programming—WRGB's vast fund of experience is yours for the asking. Write to us today and tell us when you would like to visit us. Address *Electronics Department, General Electric, Schenectady, New York.*

GENERAL ELECTRIC

FOR TELEVISION SEE GENERAL ELECTRIC

Feldmann, John (KNX) AC—A
Figari, Marshall (KGO) A
Finch, Leonard (KNX) Ens.—N
Fisher, William (KHSL) Sgt.—A
Fisk, Robert (KNX) Lt.—A
Flynn, Henry (KNX) Lt.—A
Foll, Charles (KTKC) Sgt.—A
Fortine, Frank (KVEC) AC—A
Fox, James (KTMS) N
Fox, Jimmy (KWKW) N
Foxworthy, Thomas (KYOS) A
Frady, Erle (KNX) Lt.—A
Franklin, Tommy (KLS) A
Fullaway, F. L. (KPO) Lt.-Com.—N
Fuller, D. J. (KPO) PFC.—A
Galbraith, John (KGO) Cpl.—A
Gardner, B. M. (KPO) Ens.—N
Garred, Bob (KNX) Lt.—N
Gearhart, Val (KFXM) Pvt.—A
George, Park (KNX)
Gordon, Sidney (KNX) AC—A
Goss, Frank (KNX) Lt.—A
Grant, Walter (KNX) Sgt.—M
Gray, R. A. (KPO) A
Green, Clarence (KNX) AC—A
Gregg, Paul (KLS) A
Gregson, Jack (KNX) CPT
Gross, L. B. (KPO) PFC.—A
Guggenheim, Robert (KNX) Lt.—N
Haklik, H. Z. (KPO) Cpl.—A
Hall, Robert (KNX)
Hanford, John (KHSL) A
Hankin, Harold (KNX)
Hansen, John (KARM) A
Hanson, George (KNX) AS—N
Harder, Eugene (KFXM) A
Harper, Calvin (KNX) Pvt.—A
Harris, King (KPO) Lt. (jg)—N
Hatter, Walin (KGB) Pvt.—A
Hatton, Cyril (KMTR) Lt.—A
Haulotte, Gene (KNX)
Haysel, George (KNX) Capt.—A
Heater, Gordon (KYOS) PFC.—M
Heinzman, Lew (KFBK) AC—A
Hinsdell, Oliver (KNX) T/Sgt.—A
Hogan, Robert (KNX) Lt.—A
Holce, Gene (KIEV) N
Holt, Eskil (KGB) A
Holter, Arthur (KPO) Lt.—A
Holtz, Raymond (KSFO) M
Hopper, C. (KNX)
House, Ed. (KROW) CPO—CG
Houston, Lon (KMPC) Cpl.—A
Howell, Clif (KNX)
Howerton, William (KGO) A
Hughes, Evelyn (KNX)
Hughes, Thomas V. (KNX)
Hume, Jack (KQW) M
Humphrey, George (KNX)
Hunter, Charles (KFXM) Lt.—A
Hunter, Gorden (KVCV) A
Ingrim, Ward (KFRC) Lt.—A
Jacobsen, Henry (KFBK) Capt.—A
Jacobsen, Les (KWG) Y2/C—N
Jarvis, Ernest (KNX) Lt.—N
Jarvis, L. P. (KPMC) Lt.—N
Jay, George (KMTR) Pvt.—A
Jense, Russell (KPRO) PFC.—A
Jezzler, Karl (KHSL) PFC.—A
Johnsen, Leonard (KVCV) N
Johnson, Walfred (KTKC) PFC.—M
Johnstone, Frederick (KGO) Pvt.—A
Jones, Jean (KFBK) Lt.—A
Jones, Jess (KTMS) Cpl.—A
Jones, Paul (KGB) Maj.—A
Joy, Richard (KNX)
Kasala, Frank (KNX) Sgt.—A
Kayle, Jerry (KFVD) A
Kelly, Patrick (KNX) AC—A
Kennedy, Herbert (KSFO) Pvt.—A
Kennedy, William (KNX) N
Kerby, Keith (KROW) Cpl.—A
Kibbe, Millard (KTKC) Cpl.—A
King, Eddy (KPO) Sgt.—A
King, Gilbert (KNX) Y3/C—CG
King, Lon (KPO) AC—A
Kinsley, C. H. (KYOS) Lt.—A
Kizziah, Marshall (KNX)
Knight, John (KQW) Lt.—A
Knowland, J. R. (KLX) Capt.—A
Knowland, W. F. (KLX) Lt.—A
Kohler, Richard (KNX)
Konysky, Henry (KNX) AC—A
Krisik, A. J. (KVCV) A
Kushins, Ed (KROW) A
Lambert, Vincent (KVCV) A
Lanning, Robert (KNX) Y3/C—CG
Lansing, Larry (KVEC) Lt.—A
Larkin, Edward (KNX) Lt.—N
Lasley, David (BLUE) Lt.—A
Lee, E. W. (KFXM) Lt.—A
Leighton, Joe (KNX) Lt.—CG
Lemond, Bob (KNX) Cpl.—A
Lewis, James (KNX) Lt.—A
Lindblade, Vernon (KFAC) Sgt.—A
Lithgow, Raymond (KNX)
Love, Charles (KPRO) Sgt.—M
Love, Roger (BLUE) Lt.—A
Love, Thomas (KNX) Pvt.—A
Lynde, Paul (KFXM) AC—A
Macdonald, Ed (KLX) CPO—N
MacDonnell, Norman (KNX) Lt.—A
Manning, Knox (KNX) Maj.—A
Manuel, John (KHSL) Lt.—A
Massey, William (KVEC) Pvt.—A
Masterson, P. C. (BLUE)—S/Sgt.—A
Mathiesen, George (KSFO) N
Maxwell, Allan (KNX) Pvt.—A
McAulay, W. H. (KPO) Lt. (jg)—N
McConnell, Carl (KNX)
McDaniel, William (KMPC) Lt.—N
McDonnell, Norman (KNX)
McFarland, J. (KPMC) Ens.—N
McGaha, Dorothy (KPO) Lt.—A
McLain, Wallace (KNX) Pvt.—M
McMurtrie, Wm. (KNX) Ens.—N
McNamara, James (KMTR) Capt.—A
McQueary, Lloyd (KMYC) A
Meffan, Roger (KNX) ARC

Mellinger, Maxon (KFVD) S1/C—N
Melton, William (KNX) Pvt.—A
Merrill, Don (KPPC) Pvt.—A
Merrill, Frank (KROW) A
Merritt, W. (KMPC) Lt.—A
Meyers, Rodney (KVEC) Capt.—A
Middleton, Glenn (KNX) Lt.—A
Mills, Lee (KDB) Cpl.—A
Miniken, Sid (KIEV) N
Modine, Elton (KARM) A
Moon, Robert (KNX) N
Moore, Fayette (KNX)
Moore, James (KSFO) A
Moore, Tom (KNX) Pvt.—A
Moxon, Gaylord (KIEM) AC—N
Mudd, William (KHSL) Lt.—A
Murphy, James (KNX) AC—A
Musladin, William (KYOS) Lt.—A
Myers, Farlan (KNX) Lt.—A
Nelson, Robert (KGO) MS
Nesmith, Frank (KWG) N
Neville, Bert (KROY) Capt.—A
Nickel, John (KFRC) PFC.—A
Noble, Hollister (KNX) Lt.—M
Noe, Milford (KNX) Lt.—N
Oliveira, John (KHUB) Lt. (jg)—N
Olsbourg, Tor (KXO) Pvt.—A
O'Reilly, William (KVEC) Lt.—A
Otte, George (KERN) Lt.—A
Overstreet, Bill (KYA) Lt.—A
Pabst, William (KFRC) Lt.—N
Packard, Alden (KNX) Lt.-Com.—N
Paine, Edward (KNX) Lt.—A
Palmer, Byron (KNX) Pvt.—A
Parks, Richard (KGO) Capt.—A
Patrick, Clare (KPO) Lt.—A
Patrick, E. L. (KIEV) N
Peck, Curtis (KPO) Lt.-Com.—N
Peery, Harold (KNX) Lt.—N
Perry, Robert (KVEC) N
Peters, Roy E. (KNX)
Phelps, Stuart (KFVD) Pvt.—A
Phipps, John E. (KIEV) CG
Piersoll, Bruce (KNX) Lt.—N
Pool, James (KPO) Sgt.—A
Potter, Peter (KMPC) Sgt.—A
Preston, Gilbert (KNX) Lt.—A
Quinn, Reiland (KQW) A
Rankin, Gilman (KSFO) M
Razovich, Tom (KFRC) Lt.—A
Reed, Lou (KNX) Pvt.—A
Reel, George (KNX) Sgt.—A
Reese, Jack (KROY) PFC.—A
Rejebian, Aram (KVEC) Lt.—M
Ricca, Anthony (KXO) Pvt.—A
Ricks, Roy (KNX) AS—N
Rippey, Boyd (KFRC) Pvt.—A
Ritter, Leeland (KXO) AC—N
Robbins, Don (KARM) CG
Robbins, Martha (KARM) WAVES
Roberts, Arnold (KFAC) CG
Roddy, W. C. (KPO) MS
Roebeck, Peter (KNX) Lt.—A
Rogers, Charles (KIEV) Pvt.—A
Roland, Carl (KMTR) AC—A
Roman, Larry (KNX) Pvt.—A
Rorke, Hal (KNX) Maj.—A
Rosecrans, Ray (KNX) Lt.—A
Rounsville, Hal (KNX) AS—N
Rude, Norma (KGO) N
Rule, Elton (KROY) Capt.—A
Rumsey, Leo (KPO) Pvt.—A
Rungren, Ralph (KTMS) Sgt.—A
Ryan, George (KLX) PFC.—A
Ryan, Robert (KGO) MS
Ryder, Phillip (KPO) Pvt.—A
Ryland, Bert (KWG) N
Sanford, Donald (KNX) S2/C—N
Sauressig, Stan (KQW) N
Sawyer, Hal (KNX) Ens.—N
Schwarz, Carlton (KYA) Lt.—A
Scofield, David (KFRC) Cpl.—A
Scott, Bob (KROY) Lt.—A
Scott, Will (KARM) N
Seropan, Milton (KPO) MS
Shannon, Val (KDB) Lt.—N
Shaw, William (KNX) Lt.—A
Shea, Dan (KNX)
Shepard, Leo (KNX) W/O—N
Shepherd, Rod (KARM) A
Sigman, Loyd (KMPC) Capt.—A
Silliphant, Leigh (KNX) Ens.—N
Skarstedt, Vance (KLX) AC—A
Smith, H. N. (KLX) Lt.—N
Smith, Wendell (KNX) Pvt.—A
Smylie, Evelyn (KNX) S3/C—N
Snyder, Ross (KHSL) AC—N
Sorensen, Udell (KYOS) N
Spillman, Sanford (KSFO) Ens.—N
Stafford, Graham (KNX) Sgt.—A
Stafford, Jack (KMPC) Lt.—A
Staley, D. C. (KPO) Ens.—N
Stearns, Philip (KQW) A
Steel, William (KGB) Lt.—A
Stewart, Deane (KQW) A
Stewart, Harry (KNX) N
Stokey, Michael (BLUE) Lt.—A
Street, John (KPPC) Pvt.—A
Stuthman, Fred (KQW) A
Stwalley, Peggy (KNX) WAVES
Sugg, P. A. (KPO) Lt.-Com.—N
Sundquist, Victor (KSFO) AC—A
Swartz, Ray (KPPC) Lt.—A
Taschmer, Verne (KNX) Lt.—N
Telford, Don (KIEM) Lt. (jg)—N
Temple, Jack (KQW) A
Tessman, Herman (BLUE) Sgt.—A
Theis, Henry (KNX) Y2/C—N
Thomason, Richard (KNX) AC—A
Thompson, C. T. (BLUE) Pvt.—A
Thompson, Robert (KNX) A
Thompson, Will (KROY) Ens.—N
Thorness, Cliff (KNX) Pvt.—A
Tiffany, Willard (KQW) Lt.—A
Tisot, Paul (KVCV) N
Titley, John (KNX) Pvt.—A
Torian, Ray (KGER) Lt. (jg)—N
Tracy, Sterling (KNX) Pvt.—A
Trasvina, Juan (KPO) Sgt.—A

Tutt, Bob (KROY) N
Tutt, John (KIEV) A
Tutt, John (KMTR) Lt.—A
Tutt, Robert (KSFO) RM2/C—N
Twombly, Gene (KNX) Pvt.—A
Ullmer, Rock (KMTR) Pvt.—A
Underwood, Ernest (KFRC) Lt.-Com.—N
Vanda, Charles (KNX) Maj.—A
Viau, Slosson (KNX) Sgt.—A
Wagner, John (BLUE) Pvt.—A
Weaver, Henry (BLUE) PFC.—A
Webster, Maurice (KNX) N
Wennergren, Earl (KNX) Pvt.—A
Westcott, Rouen (KNX) Pvt.—A
Weston, Lawrence (KNX) W/O—N
Whiteman, Lowell (KNX) N
Whitmore, Ralph (KNX) A
Wicker, B. J. (KFXM) MS
Wiggins, Guy (KNX) A
Wilbur, Frank (KWG) Lt.—A
Willheim, Robert (KNX) Pvt.—A
Williams, Nestor (KIEM) CPO—N
Willis, Van (KNX) Ens.—N
Wilson, Vern (KYA) Pvt.—A
Winsor, Al (KVCV) A
Wolf, Hal (KPO) Lt.—M
Wollin, Harry (KTMS) Lt.—M
Wood, Henry (KVEC) Lt.—A
Wood, Robert (KPO) Pvt.—A
Wood, William (KGO) Lt.—N
Woodyatt, Kenneth (KARM) N
Woolpert, Kelly (KGER) CG
Workman, Lindsey (KPPC) Pvt.—A
Wynne, Richard (KFRC) PFC.—M
Yeo, Erwin (KNX) N
Yribarren, Bernie (KARM) CG

## COLORADO

Addis, George (KFEL) Lt.—A
Alkire, Jack (KVOD)
Allen, D. L. (KGIW) Lt.—A
Anderson, C. M. (KOA) Lt.—A
Anderson, Wm. (KOA) 1st Sgt.—A
Angel, Jack (KMYR) Sgt.—A
Ball, Malcolm (KVOD)
Ballance, Bill (KMYR) Lt.—A
Ballance, W. B. (KOA) Lt.—M
Brannett, G. M. (KGEK) PFC.—A
Bennett, James (KOA) RT2/C—N
Brace, Clayton (KLZ) Pvt.—A
Brady, Charles (KOA) Lt.—A
Brown, Stan (KOA) Lt.—A
Bruce, William (KGHF) AC—A
Budganowitz, Bob (KFEL) Sgt.—A
Burke, James (KVOR) PFC.—A
Byrn, Harry (KVOD)
Byrne, Harry (KVOR) AC—A
Carlson, Pete (KMYR) A
Carter, Jeanne (KOA) WAC
Cass, Walter (KOA) Lt.—A
Cox, Roy (KVOD)
Davis, Robert (KVOR) N
Day, Bill (KOA) Pvt.—A
Dillon, Michael (KVOR) A
Downer, Jerry (KVOD)
Droesch, Dwight (KVOD)
Dvorak, George (KOKO) S/Sgt.—A
Ening, Charles (KVOR) Ens.—N
Everett, Ted (KVOD)
Fisher, Clifford (KG1W) Cpl.—A
Fondren, Elmer (KLZ) Sgt.—A
Foulis, W. S. (KFEL) Sgt.—A
Fuller, George (KVOD)
Gainey, Andrew (KOA) OC—A
Gandinie, Virginia (KOA) SPARS
Gertz, Jack (KMYR) Sgt.—M
Glasscock, Glen (KOA) Lt.-Com.—N
Graves, Jay (KMYR) S/Sgt.—A
Gunning, A. T. (KOA) PhM3/C—N
Hahn, Robert (KVOD)
Harris, Bob (KLZ) N
Harrison, W. M. (KLZ) Capt.—A
Heinemann, Stuart (KFEL) Sgt.—M
Hill, Ben (KOA) MS
Hinds, George (KFEL) Lt.—A
Holbert, George (KOKO) S/Sgt.—A
Hoover, Donald (KIUP) Pvt.—M
Johns, Mack (KLZ) Pvt.—A
Joslyn, Henry (KVOD)
Kenton, Jack (KVOR) Lt.—A
Kullman, Wally (KFEL) RT2/C—N
Lantz, James (KVOR) Capt.—A
Levin, Larry (KFEL) Cpl.—A
Lewis, Robert (KMYR) Lt.-Com.—N
Long, Berry (KOA) CPO—N
Mathews, George (KOA) WO—A
McClellan, A. C. (KOA) CPO—N
McDonald, Herb (KGHF) Lt.—A
McEldowney, James (KLZ) Capt.—A
Mechling, Tom (KOA) Pvt.—A
Michelsen, Bill (KOA) MS
Milne, Charles (KVOR) PFC.—A
Paul, Ralph (KVOD)
Pearson, E. R. (KOA) Maj.—A
Peregrine, Bill (KOA) Pvt.—A
Reames, Virg (KLZ) Maj.—A
Roberts, H. G. (KOA) Pvt.—A
St. John, William (KOA) N
Schroll, Charles (KOKO) PFC.—A
Schultz, Stan (KVOD)
Shea, Percy (KGEK) Sgt.—A
Sjodin, Dan (KFEL) Cpl.—A
Slusser, J. A. (KOA) Lt.-Com.—N
Smith, Grosse (KVOD)
Smith, Randolph (KOA) Pvt.—A
Sorenson, Norman (KOA) Sgt.—A
Sproul, E. A. (KOA) N
Startzer, Reva (KLZ) Capt.—WAC
Switzer, Lowell (KMYR) Cpl.—A
Tichenor, Dudley (KVOR) Pvt.—A
Torland, Tor (KOA) OC—A
Trackman, Herb (KFEL) S/Sgt.—A
Vance, LaDene (KOA) N
Wilkenson, Lloyd (KOA) Pvt.—A
Wilson, Ray (KVOD)

Wright, Charles (KGEK) RM1/C—N
Yelland, Starr (KOA) Lt. (jg)—N
Yoder, Lloyd (KOA) Lt.-Com.—N
Young, Robert (KOA) Capt.—A

## CONNECTICUT

Alexis, Norbert (WBRY) A
Anderson, Bernard (WSRR) Sgt.—A
Anderson, C. E. (WTIC) Cpl.—A
Andrews, George (WTIC) M/Sgt.—A
Austen, Joseph (WELI) Lt.—A
Avery, Robert (WTHT) PFC.—A
Barrett, Ray (WDRC) Lt.—A
Bartholemew, Healy (WELI) AC—A
Becker, Philip (WTIC) Lt.—A
Blair, Frank (WBRY) N
Bonvouloir, Felix (WNBC) Lt.—A
Brophy, Joseph (WNBC) PFC.—A
Bunis, Lester (WTIC) RM3/C—CG
Callahan, Vincent (WBRY) A (CDD)
Carlson, Richard (WELI) MS
Cohen, Alexander (WTHT) Sgt.—A
Cronan, Carey (WELI) PFC.—A
Dahlby, E. G. (WNAB) Pvt.—A
Dissell, Roger (WTIC) AS—N
Dlugos, George (WICC) A
duFour, R. B. (WTIC) Ens.—N
Dukeshire, William (WELI) Pvt.—A
Edmondson, Richard (WELI) N
Finch, Merritt (WELI) Sgt.—A
Fleming, Robert (WELI) Lt.—A
Friedberg, I. (WNAB) Lt.—A
Gold, Beecher (WDRC) Pvt.—M
Goodstine, Herman (WNBC) Lt.—A
Gruza, Lawrence (WICC) Lt.—A
Harris, Charles (WSRR) S1/C—CG
Hill, Antonio (WELI) Pvt.—A
Hillman, John (WNLC) A
Hine, George (WELI) Cpl.—A
Hitchcock, Theodore (WTHT) Sgt.—M
Houghton, Alfred (WSRR) Pvt.—A
Jackson, Albert (WTIC) Lt.—A
Jay, Thom (WBRY) A
Jones, Floyd (WICC) Lt.—A
Jopson, J. L. (WTIC) Pvt.—A
Keegan, Leo (WNBC) Pvt.—A
Kelly, John (WICC) Sgt.—A
Keniski, William (WNLC) A
Kern, Robert (WTIC) M/Sgt.—A
Klein, Ralph (WNBC) PFC.—A
Kobel, Theodore (WNBC) Sgt.—A
Koffer, Morrie (WNLC) A
Lacy, Jack (WNBC) Sgt.—A
LaHaye, Judson (WICC) N
LaHaye, Louis (WICC) Sgt.—A
Leland, Stuart (WSRR) Pvt.—A
Lloyd, John (WTHT) AC—A
Lockwood, Robert (WELI) Cpl.—A
Lotas, J. (WNAB) PFC.—A
Lucas, John (WELI) Cpl.—A
Luckingham, Ruel (WTIC) Lt.—A
Mann, Leo (WELI) Sgt.—A
Martin, Luther (WTIC) Cpl.—A
McGovern, James (WTIC) Pvt.—A
Migliaro, Alphonse (WELI) Sgt.—A
Miller, Elliott (WDRC) Ens.—N
Mitchell, Cameron (WSRR) Pvt.—A
Monoghan, George (WTHT) Cpl.—A
Morey, Edwin (WNLC) A
Naughton, Russell (WDRC) PFC.—A
Nilson, W. E. (WTHT) Lt.—A
O'Connor, Edwin (WDRC) CG
O'Neil, Thomas (WTIC) Maj.—A
Osborne, H. (WNAB) Lt.—A
Patterson, Crean (WNBC) PFC.—A
Peer, Stanley (WDRC) S1/C—CG
Peterson, Ernest (WTIC) AC—A
Piven, Jerry (WDRC) Pvt.—A
Potter, Phil (WNLC) A
Provan, Robert (WDRC) Lt.—A
Rankin, W. (WNAB) Pvt.—A
Ray, Garo (WNAB) Capt.—A
Reise, Frederick (WSRR) Pvt.—A
Rubinstein, Sascha (WTIC) Pvt.—A
Rustici, Donald (WSRR) Sgt.—A
Schipper, F. B. (WELI) SK1/C—N
Simmons, Norman (WELI) RT2/C—N
Small, Irving (WELI) RT2/C—N
Stephens, Francis (WNLC) MS
Stevens, Len (WNLC) A
Stewart, S. P. (WTIC) Pvt.—A
Stuart, Robert (WDRC) A
Stuhlman, Frank (WTIC) Lt.—N
Sullivan, Howard (WICC) Pvt.—A
Teague, Ernest (WSRR) Pvt.—A
Templeton, Virginia (WTIC) WAVES
Thueson, Dean (WELI) Cpl.—A
Tyrol, Robert (WTIC) Ens.—CG
Welch, J. C. (WTIC) N
Wessenberg, Howard (WTHT) RM1/C—N
Williams, J. (WNAB) Pvt.—A
Wood, Dick (WBRY) AC—A
Yudain, Harold (WSRR) Pvt.—A

## DIST. OF COLUMBIA

Allen, Reginald (WTOP) Sgt.—A
Baker, Robert (WTOP) Capt.—A
Balch, Bernard (WRC) Pvt.—A
Barrow, Frank (WWDC) A
Bell, Warren (WOL) Lt.—A
Betts, William (WRC) Lt.—A
Blair, Frank (WOL) Ens.—N
Booth, Sam (WMAL)
Brooks, Robert (WOL) Capt.—A
Burg, W. E. (WMAL)
Burgin, Ralph (WRC) Lt. (jg)—N
Butcher, Harry (WTOP) Comdr.—N
Deihl, Robert (WOL) Pvt.—A
Dennis, Lloyd (WTOP) Lt.—N
Dodge, John (WRC) Lt.—N
Dolan, Tom (WMAL)
Dunlap, Ted (WOL) Sgt.—A

Ebmeier, William (WTOP) N
Fels, John (WTOP) PFC.—A
Ferro, Saverio (WTOP) AS.—N
Finley, Stuart (WRC) N
Foy, Kenneth (WTOP) N
Gaunt, John (WRC) Lt.—N
Geraghty, Larry (WOL) Sgt.—A
Glynn, Paul (WTOP) Lt. (jg)—N
Godwin, Walter (WRC) Lt.—N
Gordon, Gerald (WTOP) Sgt.—M
Green, Paul (WTOP) Pvt.—A
Hace, Murray (WWDC) N
Hardesty, John (WTOP) N
Hart, Thomas C. (WTOP)
Higgins, Hugh (WRC) Capt.—A
Hittenmark, Gordon (WRC) Maj.—A
Hogan, John (WRC) Lt.—N
Holt, Laurence (WTOP) Lt.—A
Hurlbut, James (WTOP) Lt.—M
Hurley, John (WRC) Lt.—N
Jacobson, Bernard (WOL) Lt. (jg)—N
Jameson, S. Keith (WMAL)
Jennings, Stan (WOL) MS
Johnson, A. E. (WRC) Lt.—N
Jones, Chester (WRC) A
Jones, Wilbur (WTOP)
Kaplan, Raymond (WOL) Capt.—A
Karr, Harry (WRC) A
Kegley, George (WTOP) CG
Laker, Edwin (WTOP) Maj.—A
LaPlante, Roy (WOL) Cpl.—A
LeSueur, Douglas (WRC) RCAF
Linkroum, Richard (WTOP) Ens.—N
McAuliffe, Robert (WRC) A
McCall, William (WRC) Lt.—A
McCormick, Stephen (WOL) Maj.—A
McDuffie, George (WWDC) N
McGonegal, A. R. (WMAL)
Michael, Raymond (WMAL)—A
Moore, John (WTOP) Lt. (jg)—N
Morris, Theodore (WTOP) Capt.—A
Newman, Samuel (WRC) A
Parker, Charles (WTOP) PFC.—A
Pilcher, Robert (WTOP) Lt.—A
Prentiss, Stanton (WTOP) Lt. (jg)—N
Regan, Daniel (WMAL)
Rippe, William (WRC) A
Romney, Ken (WMAL)
Roney, Jack (WRC) Lt.—N
Ruppert, Richard (WRC) A
Saunders, Donald (WTOP) Lt.—N
Schultz, Ralph (WTOP) Cpl.—A
Schuyler, Helen (WOL) Pvt.—M
Seiler, James (WRC) Lt.—N
Sheffers, Harold (WOL) Lt.-Com.—N
Smith, Alan (WTOP) Lt.-Com.—N
Sopko, Adolbert (WWDC) A
Sparks, Robert (WOL) Sgt.—A
Stetson, J. F. (WRC) Lt.—N
Stick, David (WOL) Sgt.—M
Stuart, Fred (WRC) Ens.—N
Sweet, James (WRC) Lt. (jg) N
Tabor, Fred (WWDC) N
Tait, Thomas (WTOP) QM3/C—N
Thomasson, Harold (WRC) Lt.—A
Treynor, William (WOL) Lt.—M
Van Winkle, LeRoy (WWDC) A
Versaca, John (WWDC) N
Warner, Albert (WTOP) Lt. Col.—A
Warwick, Woodward (WTOP) Lt.—A

## FLORIDA

Allen, Walter (WMBR) Lt.—A
Anderson, E. F. (WLOF) Lt.—A
Ansley, Brad (WIOD) Ens.—N
Batchelder, C. F. (WDBO) RM3/C—N
Beery, J. A. (WLOF) N
Beighley, Sidney (WJAX) Lt.—A
Bentley, Donald (WQAM) M/Sgt.—A
Berry, Bert (WSPB) Lt.—A
Berry, William (WSPB) Sgt.—A
Beutel, Robert (WKAT) Lt.—A
Boone, George (WDLP) Lt.—A
Bradshaw, John (WQAM) Lt.—A
Browning, Hugh (WMFJ) RM1/C—N
Butler, Willis (WLOF) N
Cambron, C. R. (WLOF) Ens.—N
Campbell, S. H. (WSPB) Lt.—N
Carlton, Richard (WKAT) A
Carruth, Thomas (WDAE) Capt.—A
Cartlidge, E. R. (WSPB) A
Chapman, Judson (WTAL) Sgt.—A
Cummins, John (WFOY) Ens.—N
Dale, George (WCOA) Lt.—A
Dallas, Charles (WLOF) N
Danforth, Harold (WDBO) Lt.-Com.—N
Daniel, Dodd (WLOF) Lt.—N
Daniels, Dan (WMBR) AC—A
Dudley, Charles (WIOD) Ens.—N
Dugger, Edward (WJAX) Cpl.—M
Edmiston, C. J. (WCOA) PFC.—A
Ellenwood, W. K. (WMFJ) Lt.—N
Enwright, Parker (WDBO) A
Esch, W. Wright (WMFJ) Lt.-Com.—N
Farnum, B. (WFLA) Lt.—A
Ffoulks, Cecil (WJAX) Lt.—A
Fisk, John (WLAK) A
Fleischman, Sol (WDAE) Lt.(jg)—CG
Flint, Charles (WIOD) Lt.—A
Gettings, Matt (WJNO) Sgt.—A
Grange, Gifford (WJAX) Lt. Com.—N
Groves, Ivor (WDBO)—A
Gum, Coburn (WTSP) Y2/C—MS
Hammon, Marion (WPDQ) Sgt.—M
Hammond, Grattan (WDBO) Lt.—A
Hawley, Donald (WDBO) Lt.—N
Heminway, John (WJNO) Lt.—A
Heminway, Marshall (WJNO) Lt.—N
Henry, W. P. (WLOF) M
Hirsch, Russell (WCOA) Y1/C—N
Hosford, Joe (WTAL) Cpl.—A
Hunter, Powell (WLAK) A
Hutchinson, Billy (WIOD) A
Jaffe, Frank (WIOD) Lt.—A

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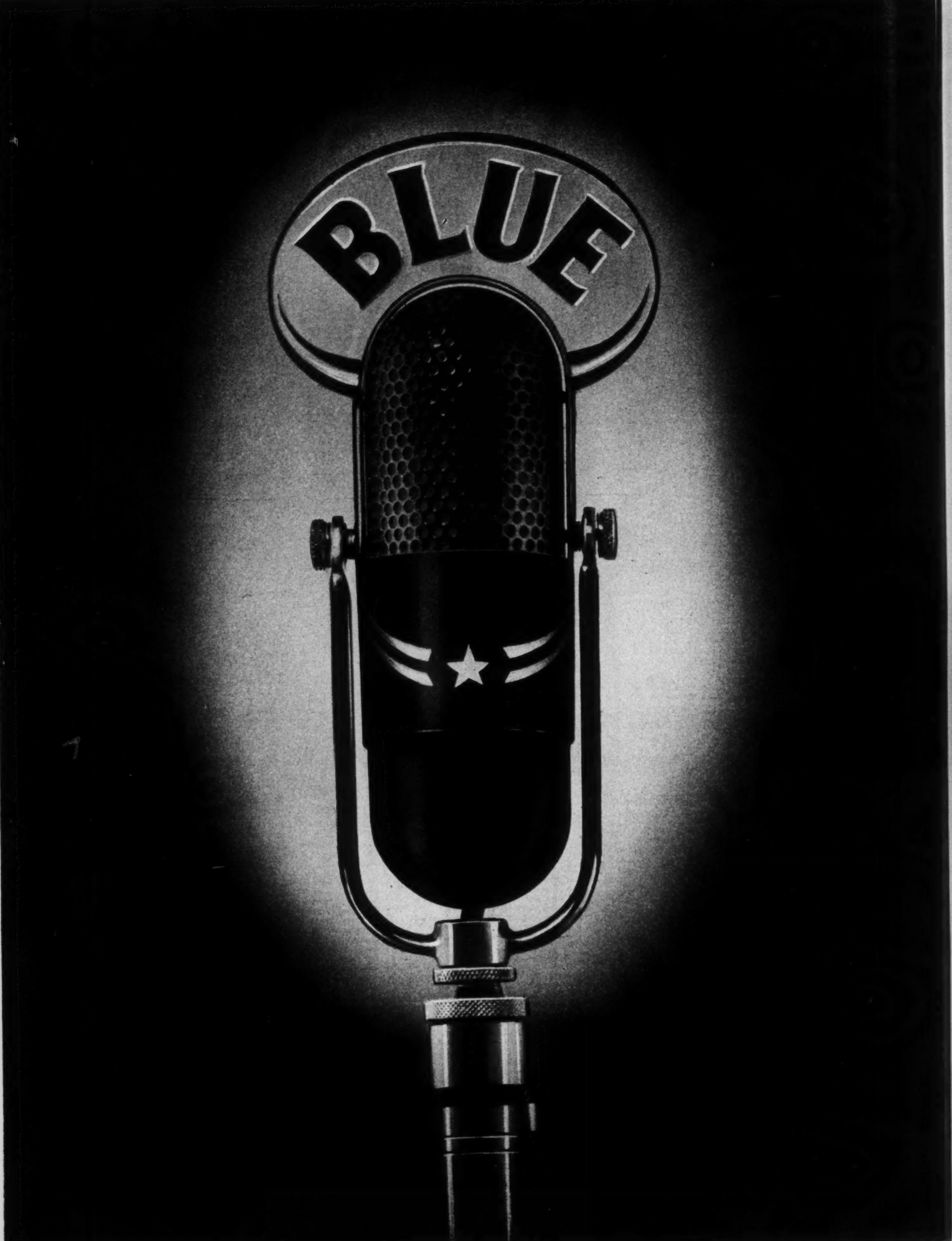

BLUE

# And again in 1944 Radio's Spotlight will be on

# *The Blue Network*

★ IT'S EASY TO DO BUSINESS WITH THE BLUE ★

James, Jim (WLAK) A
James, Paul (WPDQ) Lt.—A
Jenkins, Roger (WLAK) A
Jobes, Jim (WMFJ) RM1/C—N
Johnson, F. (WFLA) Cpl.—A
Jones, Jim (WLAK) A
Katzentine, A. F. (WKAT) Lt. Col.—A
Kelly, P. (WFLA) Pvt.—A
Kelly, Paul (WSPB) A
Kimble, Walter (WDBO) PFC.—A
King, George (WSPB) Lt.—M
Kofoed, Jack (WIOD) Capt.—A
Larkin, J. L. (WCOA) Lt.—A
Lowrey, Byron (WQAM) Lt.—N
MacDowell, Edward (WKAT) MS
Marshall, Robert (WDBO) PFC.—M
Mason, Harry (WQAM) A
McDowell, Jim (WLAK) A
Meadows, B. (WFLA) Sgt.—A
Miller, Charles (WLAK) A
Minor, Robert (WSPB) Cpl.—A
Neuner, George (WIOD) N
Nicholson, Frank (WTMC) T/Sgt.—A
Nulsen, Ralph (WQAM) A
Ossorio, Joaquin (WQAM) AC—A
Penke, Paul (WKAT) N
Pierce, Edwin (WDLP) S/Sgt.—A
Potts, Hugh (WTAL) Pvt.—A
Powell, Royce (WJHP)
Proctor, Robert (WDAE) CPO—N
Reed, Frank (WDBO) Lt. Com.—N
Rider, F. (WFLA) Pvt.—A
Rogers, R. (WFLA) Capt.—A
Scarborough, Larry (WMBR) Pvt.—M
Scott, Milton (WIOD) Lt.—A
Sherman, Frank (WDBO) N
Sprague, George (WIOD) N
Strain, James (WMBR) Lt. (jg)—CG
Strouse, Walter (WMFJ) OC—A
Tarver, Otis (WQAM) Sgt.—A
Thomas, Peter (WCOA) Pvt.—A
Tison, J. B. (WFLA) Cpl.—A
Tyler, Noah (WIOD) Cpl.—A
Vallen, Ray (WIOD) A
Vass, Quinnell (WLAK) WAC
Waldo, William (WJAX) Lt.—N
Webb, K. (WFLA) N
Wells, Bob (WLAK) N
Wills, Clinton (WDBO) A
Wilson, Alfred (WIOD) A
Wilson, James (WDLP) Ens.—N
Wilson, J. W. (WSPB) N
Winfree, W. C. (WJAX) Lt.—A
Wood, Boyd (WDBO) A

## GEORGIA

Abner, Merle (WSB) Pvt.—A
Achor, D. J. (WBLJ) S/Sgt.—A
Adams, R. A. (WSB) Lt.—A
Alessandrini, Enzo (WSB) N
Barber, Don (WGST) Sgt.—A
Bartlett, Marcus (WSB) Lt. (jg)—N
Belote, Willard (WMJM)
Boggess, John (WLAG) ART2/C—N
Boland, Jimmy (WSB) Pvt.—A
Bonner, Crenshaw (WAGA) N
Brandon, N. W. (WSAV) Lt.—A
Bridges, Jimmie (WSB) AC—A
Brown, R. A. (WSB) Capt.—A
Burns, Edward (WAYX) N
Carrier, Joseph (WSB) Sgt.—A
Cauley, William (WMJM)
Cheek, Vernon (WAGA) Lt.—N
Clarke, Clifford (WSAV) Pvt.—A
Colvin, William (WPAX) Pvt.—A
Cooper, Manuel (WSB) Lt.—A
Corley, Bob (WGAA) Pvt.—A
Cox. Jack (WMGA) Lt.—A
Cudabac, Bill (WRDW) M
Davie, Marshall (WSB) Lt.—A
Davies, W. B. (WBLJ) Lt.—A
Dean, A. F. (WGGA) Lt.—N
Discher, Edgar (WMAZ) Cpl.—A
Doster, Bill (WBML) A
Downing, Tom (WSB) Pvt.—A
Dreppard, Bob (WBML) A
Edwards, Charles (WGST) Sgt.—A
Edwards, Stanley (WSB) Pvt.—A
Elliott, Perry (WDAK) Lt.—A
Evans, William (WGAU) A
Fine, Neal (WRDW) M
Fine, Jack (WAYX) Sgt.—A
Fowler, James (WGPC) Cpl.—A
Fowler, Judge (WGPC) Pvt.—A
Frost, Don (WBML) A
Goode, Richard (WRDW) A
Grenley, Henry (WSAV) Lt.—N
Hanson, Gene (WBML) N
Harlam, George (WGAU) A
Harrell, Delamar (WSB) Ens.—N
Harris, William (WGAU) A
Hartley, J. A. (WGGA) Sgt.—A
Harwell, Ernie (WSB) Sgt.—M
Haygood, Larry (WSB) Pvt.—A
Hayes, Fred (WRLC) N
Heaton, Tom (WMAX) Lt.—M
Hicks, Cap (WRGA) PFC.—A
Hogan, John (WBML) MS
Holmes, Ellis (WGST) MM2/C—N
Hudson, J. R. (WSB) Pvt.—A
Hurst, Hollis (WRLC) A
Israel, Elmo (WSB) Lt.—A
Jenkins, Fred (WSB) AS—MS
Jennings, Erwin (WSB) Pvt.—A
Johnson, Mark (WSAV) MS
Jopling, Jack (WGAC) Sgt.—A
Jordan, George (WMJM)
Kimble, Austin (WBML) CG
King, W. O. (WTOC) S/Sgt.—A
Knight, Frank (WTOC) Cpl.—A
Knight, W. T. (WTOC) Lt.—N
Laye, Bobby (WMJM)
Legare, Ed (WAYX) RM1/C—N
Lorig, Marvin (WGPC) Pvt.—A
Lowe, Bill (WBML) N
Manley, Hopkins (WGST) Lt.—N
Mansfield, Robert (WMGA) Pvt.—A
Marston, Glenn (WRDW) A
Martin, Bill (WALB) AC—N
McCandless, Bill (WBML) A
McClure, Charles (WSB) AC—A
McCormack, Joe (WGAA) WO—N
Moore, Thomas (WTOC) A
Morgan, Cloud (WMAZ) Ens.—N
Moseley, Heyward (WMGA) Lt.—A
Myers, Lorin (WSB) Cpl.—A
O'Brien, Thomas (WTOC) CG
Paschall, Walter (WSB) Cpl.—A
Patton, George (WBML) A
Payne, Mather (WRGA) Cpl.—A
Pearce, H. J. (WGGA) Cpl.—A
Pearson, R. V. (WBML) A
Pidcock, John (WMGA) Lt.—N
Pollock, Bob (WSB) Capt.—A
Prince, Murrel (WGAC) T/Sgt.—A
Proctor, Frank (WBML) N
Quarterman, Ed (WSAV) Cpl.—A
Rapley, Frank (WMJM)
Reid, William (WSAV) N
Rothman, Larry (WALB) A
Rounsaville, R. W. (WGAA) Pvt.—A
Selby, Price (WRGA) Sgt.—A
Sheridan, Val (WMAZ) A
Skelton, Roger (WSAV) N
Skinner, E. E. (WBML) A
Slappey, Sid (WBML) M
Spencer, William (WSB) Cpl.—A
Steadman, Bill (WGST) Sgt.—A
Strauss, William (WGAC) N
Stroud, T. Z. (WMAZ) Sgt.—A
Taylor, Hugh (WTOC) AC—A
Teasley, Jessie (WGPC) Lt.—A
Thomas, Sidney (WSAV) Sgt.—A
Thompson, J. C. (WSB) Pvt.—A
Thompson, Robert (WAGA) N
Thorpe, A. H. (WSB) N
Tompkins, J. R. (WBLJ) Ens.—N
Vizanko, Donald (WRLC) N
Wages, Ezrel (WSB) N
Wall, D. H. (WTOC) Ens.—N
Walton, Thomas (WPAX) Sgt.—A
Ward, John (WTOC) A
Watkins, Floyd (WALB) A
Weiss, George (WGAC) Sgt.—A
White, Carlton (WRGA) Capt.—A
Widener, John (WSB) Pvt.—A
Williams, Ralph (WSB) Lt.—M
Wills, Rudolph (WGPC) Pvt.—A
Wofford, Bill (WRDW) N
Woodall, D. L. (WSB) Pvt.—A
Wright, Marion (WAYX) N
Wrye, William (WSB) Ens.—N
Wyatt, John (WSAV) A
Ynclan, Adrian (WRLC) A

## IDAHO

Call, Ellis (KFTI)
Dubbe, Glenn (KRLC) A
French, Grant (KFTI) N
Graff, George (KFTI)
Grose, Paul (KFXD) Lt.—A
Harbert, Richard (KFTI) N
Hillman, Bill (KIDO) Pvt.—A
Ivory, Thomas (KFTI) N
Lee, Clete (KIDO) Lt.—A
LeTourneau, Art (KIDO) Sgt.—A
Malone, George (KFTI)
Mann, Normand (KRLC) A
Moore, Vern (KIDO) RM1/C—N
Olsen, Floyd (KFTI)
Perkins, Gene (KIDO) Pvt.—A
Salisbury, Bill (KFXD) A
Schwartz, Roy (KIDO) Pvt.—A
Smith, Sam (KFXD) Pvt.—A
Thomas, Jack (KFTI) N
Toedtemeier, H. W. (KIDO) Lt.—A
Walker, Glen (KFXD) A
Wittenberger, Joe (KFXD) Sgt.—A

## ILLINOIS

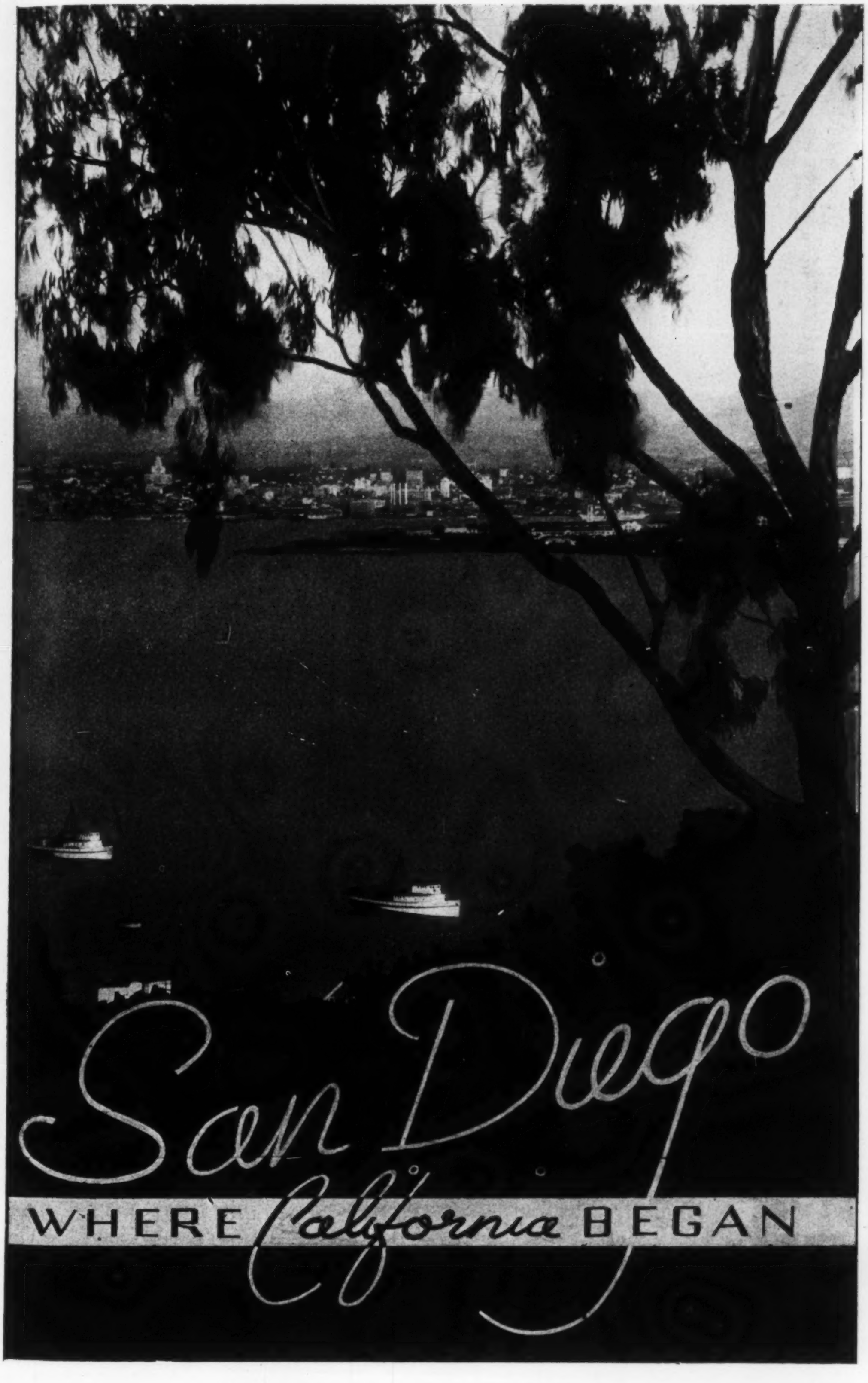
Abbott, Edmund (WBBM)
Adams, Leland (WMBD) Pvt.—A
Ahlgrim, Frank (BLUE) Capt.—A
Aldridge, Ralph (WSOY) Capt.—A
Allen, Spencer (WGN) Capt.—A
Alltop, Harvey (WJPF) Pvt.—A
Amerman, David (WILL) Pvt.—A
Anthony, Joe (WAIT) Lt.—A
Ashenfelter, R. L. (WCBS) S/Sgt.—A
Atcher, Randall (WIND) Lt.—A
Atcher, Robert (WIND) Pvt.—A
Barnett, Wells (WLS) AC—A
Barr, Louis (WAAF) Lt.—N
Barr, Robert (WMRO) Pvt.—A
Bartlett, Thompson (WBBM)
Batteau, Wayne (WDWS) A
Beelby, Fred (WAIT) Lt.—A
Berg, Harry (WJJD) Lt.—A
Bettenbender, John (WBBM)
Bill, Howard (WMBD) Cpl.—A
Blessin, Lewis (WJPF) Lt.—A
Bohm, Harold (WGN) N
Bombaugh, Thurber (BLUE) Lt.—N
Bosworth, Robert (WTMV) T/Sgt.—A
Boyd, M. M.. (NBC) Capt.—A
Brady, Edwin (WGN) Pvt.—A
Brand, Jack (BLUE) N
Brandt, Lynn (BLUE) Lt.—A
Brenneman, Ralph (WILL) Pvt.—A
Brickhouse, Jack (WGN) Pvt.—M
Bridges, Coe (WTMV) AC—A
Brimberry, Eleanor (WDZ) WAVES
Brinkley, Donald (WGN) Cpl.—A
Brooks, Vernon (WGN) Ens.—N
Bruner, Bob (WSOY) Lt.—A
Buchanan, William (WGN) Ens.—N
Budd, Milton (WMBD) Lt.—A
Burkland, Glenn (WDWS) N
Burklund, Ted (WEDC) N
Burnham, Edwin (WBBM)
Byrne, Francis A. (WBBM)
Cafferty, Tom (WGN) Pvt.—A
Cahill, Jack (WBBM)
Caldwell, John (WMBD) OC—A
Caley, Charles (WMBD) Lt.—A
Campbell, Gerald (WLS) Pvt.—A
Campbell, Russell (WHBF) Pvt.—A
Carlson, John (WBBM)
Carper, William (WBBM)
Carter, Douglas (WAAF) Sgt.—A
Cary, Harvey (WBBM)
Casey, Thomas (BLUE) Lt.—A
Caulkins, R. Ordell (WBBM)
Center, Dale (WDAN) AC—N
Cheeseman, Gordon (WDAN) Lt.—A
Clark, Alden (WMBI) Cpl.—A
Cline, Robert (WGN) Pvt.—A
Cody, James (WILL) Pvt.—A
Coling, Arline P. (WBBM)
Connally, Brooks (WIND) CPO—N
Conway, James (WBBM)
Cormier, Charles (WGN) AC—A
Cortonovis, Robert (WLDS) A
Crager, Leon (WBBM)
Crane, Dorothy (WIND) M
Crawford, Eugene (WEBQ) Sgt.—A
Dahlen, William (WHBF) Pvt.—A
Daily, Gene (WBBM)
Danielson, Don (WBBM)
Dankowski, Wayne (WGN) AC—A
Dempsey, Paul (WGN) Ens.—N
Dennis, Bruce (WGN) Lt.—N
Denslow, William (WGN) Capt.—A
DeVore, Dean (WDZ) N
Dietz, Bill (WEBQ)
Diller, Robert (WIND) Lt.—A
Dolch, Catherine (WHBF) Pvt.—A
Doll, Chet (WJPF) N
Dorsey, Howard (WCBS) Pvt.—A
Douglas, Dale (WTMV) A
Downen, Bob (WEBQ) N
Doyle, James (WCBS) PFC.—A
Doyle, Robert (WGN) Lt.—N
Drees, Jack (WIND) Ens.—N
Dudley, Jimmy (WCFL) Lt.—A
Dunham, John (WBBM)
Dysinger, Dale (WLDS) A
Dysinger, Robert (WLDS) A
Eckert, John (WDAN) A
Ehresman, Russell (WMBD) Y2/C—N
Elpers, Richard (WBBM)
Elson, R. A. (WGN) Lt.—N
Emlen, Julian (WJPF) Pvt.—A
Enroth, Dick (WGN) AC—A
Enselman, Ted (WLDS) Lt.—M
Evans, David (WAAF) PFC.—A
Fairleigh, Paul (WGN) A
Falknor, Frank B. (WBBM)
Farrington, G. L. (WCBS) N
Fauldner, William (WGN) A
Felix, James (WIND) A
Filip, Eugene (WGN) Lt.—A
Fisher, Henry (WMBD) HA1/C—N
Fitch, Helen (WBBM)
Fitzpatrick, Al (WCFL) Sgt.—A
Flower, Preston (WIND) A
Flynn, Fahey (WBBM)
Folks, Fredric (WDWS) A
Frese, Walter (WDZ) N
Furno, Peter (WILL) PFC.—A
Gerken, Edward (WGN) Y2/C—N
Gerson, Noel (WGN) Capt.—A
Giles, William (WMBD) N
Goeble, George (WLS) AC—A
Golden, Darl (WROK) AS—N
Golden, Jerome (WGN) Pvt.—M
Good, Max (WIND) Pvt.—A
Greenslaugh, W. I. (WMRO) Cpl.—A
Gregg, Harlan M. (WBBM)
Groves, Harry (WAAF) Sgt.—A
Guge, Kenneth (WILL) Pvt.—A
Guijan, George (WBBM)
Gunther H. (WJJD) RM3/C—N
Haake, F. G. (WJJD) RM3/C—N
Hall, Wilson (WILL) Sgt.—A
Hamilton, Arthur (WJPF) Lt.—A
Hamilton, Kenneth (WEBQ) S/Sgt.—A
Hanna, George (WHBF) Lt.—A
Harrison, C. F. (WHBF) Lt.—A
Hartman, Robert C. (WBBM)
Harvey, Edward (WBBM)
Heintz, Jack (WCBS) Lt.(jg)—N
Heske, Edward (WIND) N
Hess, John (WGN) Lt.—A
Heidrich, Milton (WGN) Pvt.—A
Hibbard, Robert (WGN) Lt.—A
Hill, Robert (WDAN) Sgt.—A
Hirsch, Ira J. (WBBM)
Hockin, Arthur (BLUE) Lt.—N
Hodapp, William (WGN) Lt.—A
Holden, Gorden (WDZ) T/Sgt.—M
Holt, Conrad (WJPF) Cpl.—A
Hon, Lee N. (WBBM)
Hood, Clark (WIND) Lt.—A
Howard, Marc (WDWS) A
Irwin, Lee (WDWS) A
Jackson, Earl (WGN) Pvt.—A
Jackson, Riley (WIND) Pvt.—A
Jacobsen, Martin (WCFL) Lt.—A
Jaufer, Jerome (WGN) Pvt.—A
Jefferson, John (WGN) Ens.—N
Johnson, Arthur (WLS) Lt.—N
Johnston, Edward (WDAN) Lt.—A
Johnstone, Walter (WBBM)
Jolesch, William (BLUE) A
Joyner, Gordon (WMBD) Cpl.—A
Kalbfleisch, Paul (WBBM)
Kaplow, Nate (WAAF) Sgt.—A
Kasper, Fred (BLUE) Pvt.—A
Keefe, Jerry (WHBF) A
Keur, Cornelius (WMBI) Sp3/C—N
Knight, Lloyd (WGN) Cpl.—A
Knight, William (WTMV) Y3/C—N
Koelker, A. J. (BLUE) Lt. (jg)—N
Korf, Milton B. (WBBM)
Kramer, Stanton (WGN) Pvt.—A (CDD)
Kramp, Larry (WCBS) Capt.—A
Kurilla, John (WCFL) CPO—N
Lambert, Ken (WLDS) A
Larson, Carl H. (WBBM)
Lehnert, Frank H. (WBBM)
Leiber, Joe (WTMV) A (CDD)
Leslie, Frazier (WGN) Lt.—A
Lindsay, Merrill (WSOY) Lt. (jg)—N
Lochridge, William (WBBM)
Lutz, Charles (WGN) Lt.—A
Maki, George (WIND) Lt.—A
Mann, Glenn (WILL) Pvt.—A
Marhoff, H. (WJJD) Cpl.—A
Marks, Sherman (WBBM)
Martin, Ed (WMBI) M
Martin, John (WGN) Pvt.—A
Matheny, James (WGN) Lt.—A
McClanthan, George (WAIT) Lt.—A
McCloud, Richard (WCBS) N
McCormick, John (WBBM)
McCumber, William (WHBF) Lt.—A
Meade, Burke (WCLS) Y2/C—N
Meagher, John (WGN) AC—N
Meyer, Harold (WMBD) S2/C—N
Meyers, Carl (WGN) Lt.-Com.—N
Meyers, Eldon (WMRO) Pvt.—A
Michales, Martin (WBBM)
Middleton, Bill (WDWS) A
Midgely, John (WCBS) Cpl.—A
Miller, Elvin (WEBQ) N
Miller, Gary (WBBM)
Miller, "Stretch" (WCBS) SK2/C—N
Mitchell, James (WCLS) Lt.—A
Monaco, Gene (WJPF) Pvt.—A
Moody, Bud (WDZ) N
Moore, Lindle (WEBQ) CG
Morard, Robert J. (WBBM)
Morriss, George (WBBM)
Moser, John B. (WBBM)
Moudry, Mathias (WGN) AC—A
Murchison, Jack (WGN) Pvt.—A
Murphy, Corrine (BLUE) WAVES
Murphy, Edward (WROK) Pvt.—A
Nelson, Kenneth (WJJD) Pvt.—A
Nelson, William (WLS) PFC.—A
Niles, Fred (WAAF) Lt.—A
Noble, Thomas (WBBM)
Novy, Joseph (WBBM)
O'Brien, J. N. (WMRO) Pvt.—M
O'Daly, Rodney (WAAF) Lt.—N
O'Dell, Jack (WCFL) Lt.—A
Olson, Richard (WIND) Lt.—A
Ostert, Dorothy (BLUE) WAVES
Parsons, Edgar (WLDS) Pvt.—A
Patrick, Gene (WSOY) Ens.—N
Parker, Donald (WROK) W/O—A
Parker, William H. (WBBM)
Paulsen, Jack (WBBM)
Pawinsky, Edward (WIND) Pvt.—A
Pennan, Charles (WGN) Lt.—N
Petyko, Louis (WGN) Cpl.—A
Philips, Richard (WGN) Y3/C—N
Phillips, Charles (WCBS) Cpl.—A
Phillips, Walter (WGN) Ens.—N
Piatkiewicz, Joseph (WGN) AC—A
Polley, Millicent (WHBF) WAVES
Ponte, Norman (BLUE) A
Pontius, Don (WBBM) A
Porter, Helen (WHBF) Pvt.—M
Prude, Walter (WGN) A
Quaal, Ward (WGN) Ens.—N
Randon, Lee (WBBM)
Ravenel, John (WHFC) Lt.—A
Raymond, Johnny (WSOY) Sgt.—A
Reed, Cecil (WGN) Pvt.—A
Reed, Elmo (WROK) Sgt.—A
Reed, Wendell (WROK) AC—A
Reinhardt, Fred (WJPF) Pvt.—A
Remley, Hilton (WGN) Pvt.—A
Roscher, Don (WBBM)
Rosciglione, Vincent (WBBM)
Rosenbaum, Robert (WMBD) Capt.—A
Rosene, Marvin (WHBF) Lt.—A
Roth, Barry (WTMV) Pvt.—A
Rowe, Ed (WGN) A
Royston, Marvin (BLUE) Lt.—N
Rychly, V. (WHFC) N
Saunders, Ken (WDZ) Lt.—A
Schenck, Earl (WGN) Pvt.—A
Schillo, Barrett (WGN) Lt. (jg)—N
Schmidt, Ray (WTMV) S2/C—N
Schroeder, Frank (WMBD) Maj.—A
Schwartzkopf, Earl (WGN) PFC.—A
Serena, Ernest (WCLS) S1/C—N
Seymour, Bill (WBBM)
Shelton, James (WROK) Sgt.—A
Shinn, John (WMBD) Sgt.—A
Shirk, Kenneth (WIND) Lt.-Com.—N
Shonerock, Bob (WHFC) N
Siegal, Ray (WGN) A
Sivin, Leo (WHBF) Sgt.—A
Skaff, Vincent (WMBD) PFC.—M
Slattery, John (WBBM)
Smith, Bob (WHFC) Sgt.—M
Smith, Burnell (WBBM)
Smith, Ralph (WLDS) A
Snider, Paul (WGN) Pvt.—A (CDD)
Snyder, Bob (WDWS) A
Snyder, Robert (WILL) Sgt.—A
Spies, Mark (WDZ) Lt.—N
Stanley, J. Clinton (BLUE) Lt.—N
Steele, Clifford (WJJD) N
Steele, Clifton (WJJD) N
Stevans, Helen (WBBM)
Stewart, Larry (WDWS) A
Stilwill, Jack (WLS) Lt. (jg)—N
Stuckwish, Milburn (WSOY) Pvt.—A
Swanson, H. J. (WJJD) PFC.—A
Sweeney, David (WGN) AC—N
Swift, R. (WJJD) PFC.—A
Swineford, Jack (BLUE) Sgt.—A
Taylor, Raymond (WGN) Sgt.—A
Taylor, William (WLS) Lt.—A
Thompson, Edward (WMBD) Sgt.—A
Uhl, Bob (WSOY) Lt.—A
Vala, Alden (WMRO) Cpl.—M
Vance, John (WDAN) Lt.—A
Veach, Robert (WJPF) Lt.—A
Voris, William (WBBM)
Voss, Herman (WMBI) Sp3/C—N
Wagner, Cyril (WGN) AC—A (CDD)
Walker, Allan (WTMV) A
Wall, Dick (WTMV) PFC.—A
Walliser, Blaire (WGN) Lt.—CG
Wardle, William (WIND) Pvt.—A
Warner, W. Rolf (WBBM)
Warren, D. H. (WJJD) AC—A
Watson, Ralph (WMBD) Maj.—A
Way, Buz (WCBS) Y2/C—N
Westbrook, Edwin (WROK) Sgt.—A
Whipple, Chuck (WDWS) M
White, Clyde (WGN) Lt.—N
White, Ward (WDAN) Lt.—A
Williams, Bob (WDZ) T/Sgt.—A
Williams, Lewis (WILL) Pvt.—A
Williamson, R. (WLDS) Lt. (jg)—N
Wyman, Eugene (WJPF) Pvt.—A
Yancas, Nellie (WBBM)
Zile, Howard (WAIT) A

## INDIANA

Adair, Robert (WASK) Capt.—A
Albrecht, William (KTRC) M/Sgt.—A
Allen, Harold (WEOA) N
Allerton, Lee (WLBC) OC—A
Aukenbrock, Charlie (WIBC) A
Ayres, Lyman (WISH) Lt.—N
Barkley, Charles (WKMO) Pvt.—M
Bitner, H. M. (WFBM) Lt. (jg)—N
Blaine, William (WGL-WOWO) Pvt.—A
Boyer, James (WISH) W/O—A
Breece, Charles (WFBM) S/Sgt.—A
Bright, Robert (WEOA) PFC.—A
Brown, Art (WBOW) Pvt.—M
Bruner, Robert (WAOV) Lt.—A
Center, Tex (WKMO) Pvt.—A
Clark, Charles (WJOB) Pvt.—A
Cooper, Howard (WAOV) N
Copeland, Tom (WGL-WOWO) Lt.—A
Crawford, Jean (WEOA) PFC.—A
Cunningham, Elvin (WLBC) Cpl.—A
Davidson, Byron (WAOV) MM1/C—CG
Davis, Bob (WBOW) S1/C—N
Day, John (WASK) Lt.—A
Delany, Robert (WJOB) Sgt.—A
DeYoung, John (WISH) PFC.—A
Dietz, F. W. (WISH) S2/C—N
Duffield, Robert (WGL-WOWO) Capt.—A
Edington, John (WEOA) PFC.—A
Eidson, Herbert (WISH) Ens.—N
Enlow, Grayson (WFBM) Pvt.—A
Fall, William (WEOA) N
Fetty, Haldon (WFBM) Cpl.—A
Flaherty, James (WISH) Sgt.—A
Flanagan, J. J. (WIBC) A
Flanders, Robert (WFBM)
Freed, Don (KTRC) N
Frosch, W. H. (WISH) Sgt.—A
Gabriel, Martin (WGL-WOWO) Cpl.—A
Gearhart, Nat (WBOW) S1/C—N
Gillaspy, A. B. (WFBM)
Gillis, Earle (WEOA) Pvt.—A
Gillis, John (WGL-WOWO) Pvt.—A
Glass, Louis (WTRC) Cpl.—A
Gleason, W. A. (WHBU) Sgt.—A
Gosch, Gene (WFBM) OC—A
Gramman, Ervin (WISH) Pvt.—M
Greenwood, Del (WEOA) Cpl.—A
Guion, John (WFBM)
Hagenau, Scott (WSBT) S/Sgt.—A
Hall, Herman (WFBM)
Harris, Claude (WAOV) PFC.—A
Harris, Samuel (WISH) PFC.—A
Hawkins, Woodrow (KTRC) Sgt.—A
Hecht, William (WHBU) S/Sgt.—A
Herman, Harry (WAOV) Pvt.—A
Hutton, Gil (WASK) PFC.—A
Johnson, Fay (WEOA) Lt.—A
Johnson, Harold (WSBT) Pvt.—A
Johnson, Raymond (WJOB) Pvt.—A
Kiley, William (WFBM) Cpl.—A
Koechel, Ruth (WSBT) WAVES
Koops, Ed (WGL-WOWO) Cpl.—A
Kreager, Bob (WBOW) Ens.—N
Kruyer, P.F. (WSBT) SK2/C—N
Kubik, Paul (WHBU) Sgt.—A
Lake, Donald (WGL-WOWO) S2/C—N
Landrum, William (WAOV) Pvt.—A
Leich, Martin (WBOW) Lt. (jg)—N
Lindow, Lester (WFBM) Capt.—A
Mahlock, Calo (WGL-WOWO) Pvt.—A
Maltby, David (WISH) PFC.—A
Matheny, James (WFBM) Lt.—A
Maxedon, Dean (WGL-WOWO) Pvt.—A
McConnell, Robert (WISH) Y1/C—N
Milton, Lew (WHBU) Pvt.—A
Mohr, Edward (WTRC) Cpl.—A
Morehouse, Ernie (WASK) S1/C—N
Morton, Ruth (WBOW) WAC
Newman, Walter (WEOA) Sgt.—A
Nowels, Harold (WTRC) PFC.—A
Oblinger, Frank (WLBC) Pvt.—A
O'Neil, Arthur (WSBT) Lt.—A
Palmer, George (WIBC) N
Pittenger, R. M. (WFBM) Ens.—N
Pond, Ernest (WGL-WOWO) Cpl.—A
Pruitt, Estell (WFBM)
Pulver, Albert (WJOB) Lt.—A
Quinn, Robert (WISH) Lt.—A
Reynolds, Frank (WJOB) Sgt.—A
Robbin, Kelly (WIBC) N
Ross, Don (WGL-WOWO) Pvt.—A
Salb, Tom (WBOW) Pvt.—M
Schlatter, Paul (WISH) N
Shelton, Jim (WIBC) A
Shipp, James (WIBC) A
Shipp, Marrold (WIBC) N
Shreve, Bob (WGL-WOWO) S2/C—N
Sievers, Bob (WGL-WOWO) S2/C—N
Singleton, Kenneth (WTRC) N
Smith, Alva (WGL-WOWO) Lt.—A
Smith, Robert (WSBT) Pvt.—A

(Continued on page 54)

# PRETTY—ISN'T IT?



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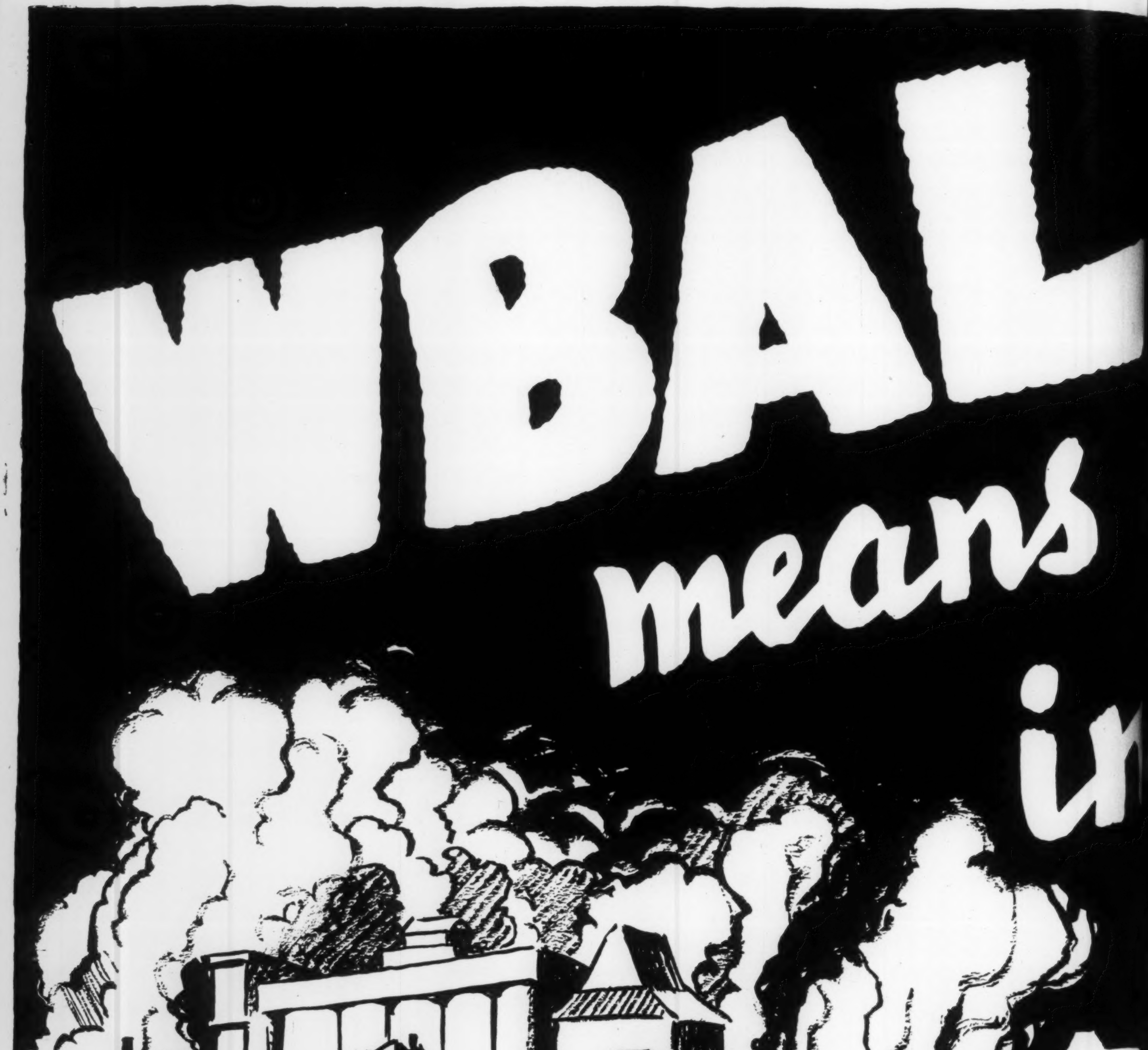
**JACK O. GROSS**
**President & General Manager**

SAN DIEGO'S BLUE NETWORK STATION

*REPRESENTED BY RAMBEAU*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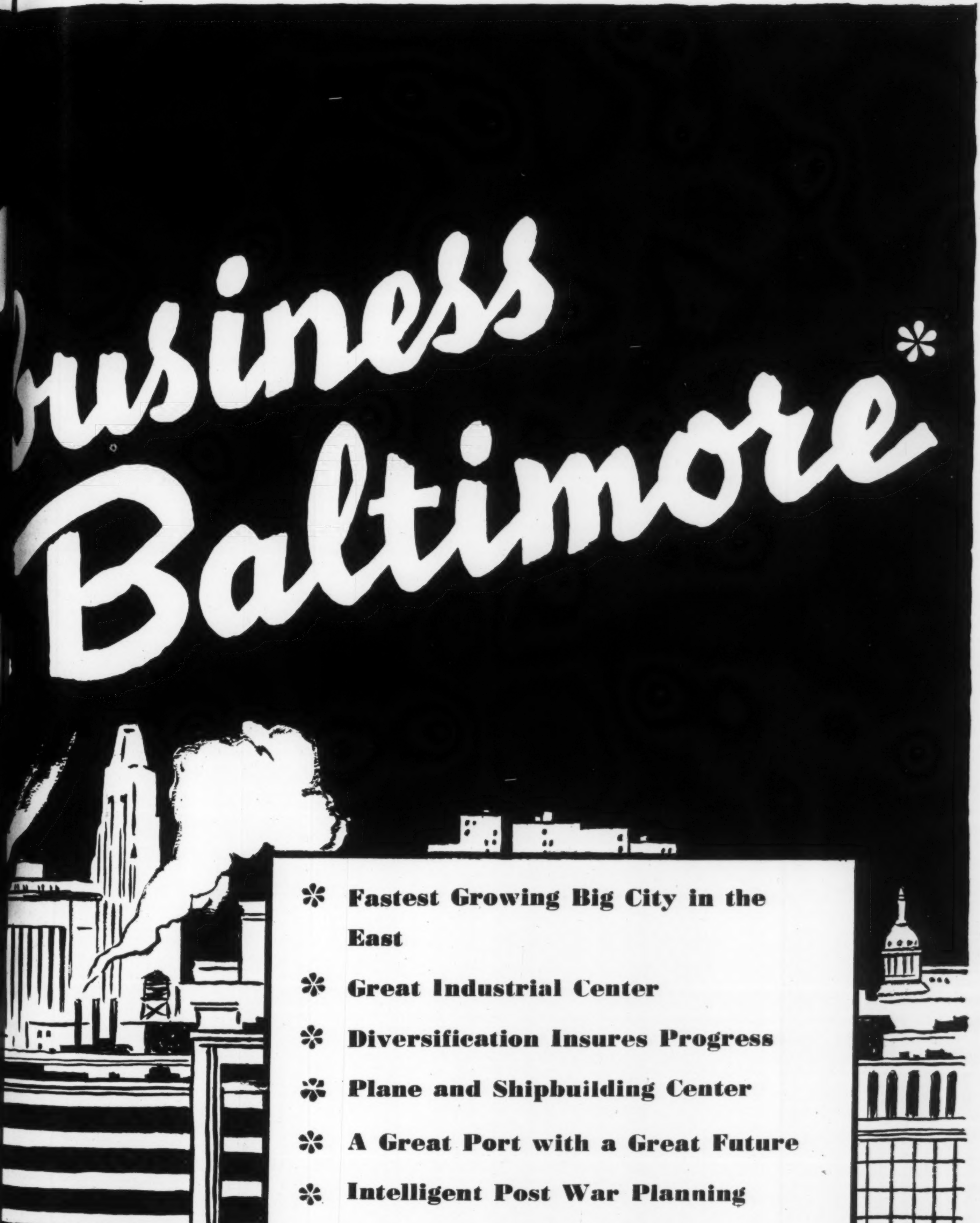

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- ✻ Plane and Shipbuilding Center
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Sweitzer, Walter (WSBT) Lt.—A
Tolliver, Don (WGL-WOWO) Lt.—A
Walton, Ralph (WISH) Lt. (jg)—N
Wess, Norman (WFBM)
Wilson, Bob (WGL-WOWO) CPO—N
Wilson, Glenn (WAOV) PFC.—A
Winsor, Harold (WFBM) N
Wolfe, Howard (WIBC) A

## IOWA

Allen, Del (KTRI) A
Alt, Don (WMT) Lt.—A
Anderson, Richard (WHO) Lt.—A
Arnold, George (KGLO) Cpl.—A
Bates, Bill (KMA)
Black, Harry (WHO) PFC.—A
Blakesley, Jay (KFNF) CPO—N
Booth, Keith (WHO) Pvt.—A
Bowman, Ed (WHO) Pvt.—A
Brunkin, John (KFNF) PFC.—A
Burgmaster, Frank (KBIZ) Lt.—A
Butterfield, Ray (KBUR) Pvt.—A
Carstensen, Vern (KROS) Lt.—A
Carter, Carroll (WHO) RT2/C—N
Coke, Larry (KSCJ) Sgt.—A
Corkhill, Charles (KSCJ) Cpl.—A
Covry, Dick (KBIZ) Lt.—A
Crippen, Manson (KFJB) N
Crocker, George (KFNF) N
Davis, Richard (KICD) N
Dickson, Jonny (KFNF) PFC.—A
Dier, S. C. (KSCJ) Lt. Col.—A
Dihlman, Henry (KROS) Pvt.—A
Dillon, Robert (KSO-KRNT) Lt.—A
Durkin, R. S. (WMT) Sgt.—A
Eckles, Damon (KGLO) Lt.—A
Eittrem, Curtis (KWLC) S2/C—N
Elston, Robert (KVFD) ARM3/C—N
Erwin, Bob (KROS) Lt.—A
Eyeberg, Mel (KFNF) Sgt.—A
Faulkner, H. E. (WMT) N
Flett, Deane (KTRI) W/O—A
Geist, Faylon (KMA)
Gfeller, Kenneth (WHO) Y2/C—N
Gjerdrum, Donald (KWLC) Ens.—N
Good, Arnold (KMA)
Gosden, Byron (KXEL) Sgt.—A
Gray, Carl (KTRI) Capt.—A
Grebe, Edgar (WKBB) RM1/C—N
Griffith, Pat (WHO) WAC
Griffith, Vivian (WHO) ARC
Harter, R. H. (WHO) Lt.—A
Harvey, Lyle (WMT) Pvt.—A
Hill, Luther (KSO-KRNT) Col.—A
Hook, Henry (KGLO) Lt.—A
Hubbard, Jack (KROS) CPO—N
Hughes, James (WOI) Pvt.—A
Hull, Richard (WOI) Pvt.—A
Hurst, Layton (KBUR) Pvt.—A
Jackson, Dan (WOI) Ens.—N
Jacobsen, B. M. (KROS) Ens.—N
Jaroslovsky, Jou (KVFD) RM2/C—N
Jewett, Ray (KGLO) Y2/C—N
Johnson, Mott (KMA)
Johnson, Norman (KBUR) AC—N
Joyner, Marguerite (KFJB) WAVES
Kew, Kenneth (KGLO) PFC.—A
Kinion, Betty (WMT) WAVES
LaGrave, Eddie (KTRI) A
Lanum, Blake (KROS) N
Lee, Robert (KWLC) Ens.—N
Lore, Marvin (KWLC) Pvt.—A
Luchtel, Harold (KICD) N
Mandia, John (KGLO) Sgt.—A
Masterson, Dave (KBIZ) T/Sgt.—A
McCulla, James (WHO) Lt.—A
McElroy, R. J. (WMT) Pvt.—A
McMartin, Cole (KVFD) Lt.—A
McMurray, Maurice (WHO) Lt.—A
Merritt, Alice (KFJB) WAC
Meyer, John (KBUR) Ens.—N
Mitchell, Al (WOI) Lt.—A
Mitchell, C. (KBIZ) Pvt.—A
Moad, Rex (KMA)
Moon, George (WMT) Ens.—N
Morrell, Albert (KROS) Pvt.—A
Nelson, Lloyd (KFJB) N
Norman, Chuck (KBIZ) Cpl.—A
O'Hollaren, Bill (KMA)
Palmer, John (WMT) Capt.—A
Parker, David (WHO) Sgt.—A
Patrick, Paul (KGLO) PFC.—A
Pavlis, John (WMT) Ens.—N
Peak, E. W. (KFJB) Maj.—A
Pennel, Zag (KFNF) PFC.—A
Peterson, Dale (KBIZ) T/Sgt.—A
Peterson, Duane (KSO-KRNT) Y2/C—N
Peterson, Vern (KVFD) Cpl.—A
Pierce, Frank (WHO) Lt.—N
Rasmussen, Leo (KICD) A
Reynolds, Carter (WMT) Cpl.—A
Roberts, Bob (WMT) Ens.—N
Roberts, Ralph (WMT) Pvt.—A
Rockne, Henry (KWLC) Pvt.—A
Rosholt, Carlton (KWLC) AC—A
Rumme, Carl (KVFD) Pvt.—A
Sanders, Ernest (WHO) Maj.—A
Scheer, Thomas (WHO) Pvt.—A
Schmeling, Norman (KTRI) A
Schrock, Allan (KFJB) N
Schwarz, Raymond (KXEL) N
Sherwin, Douglas (KGLO) SM2/C—N
Simms, Frankie (KBIZ) Lt.—A
Sims, Frank (KVFD) Lt.—A
Smith, Kirby (KBUR) Pvt.—A
Smith, Max (KFJB) A
Stansberry, John (KROS) Pvt.—A
Stauffer, Ray (WHO) Sgt.—A
Steinberg, Richard (WOI) Lt.—A
Sterenberg, Robert (KFNF) PFC.—A
Stone, Don (KSCJ)
Stronks, Jack (KTRI) A
Thielman, Clarence (WKBB) A
Thoma, George (WKBB) Ens.—N
Tredway, Bill (KTRI) N
Trukken, Dick (KVFD) Pvt.—A
Urbashich, A. J. (KFJB) N
Vevle, Floyd (KVFD) AC—A
Watson, Leroy (KFJB) N
Weaver, Mary (KBUR) WAVES
White, William (KFJB) A
Wickstrom, Bob (KROS) Pvt.—A
Wilkins, Robert (WHO) Pvt.—A
Williams, Bob (KVFD) Pvt.—A
Wilson, Willis (KXEL-KBUR) Lt.—A
Woods, James (KGLO) N
Wooster, Alden (WKBB) A
Wright, Glenn (KGLO) RM2/C—N
Wrolstad, Marwin (KWLC) AC—N

## KANSAS

Adams, Bill (KTSW) Sgt.—M
Alford, F. J. (KSAL) N
Altendorf, Bob (KGGF) Pvt.—A
Allen, J. A. (KGNO) A
Banister, Manly (KCKN) Sgt.—M
Bashford, Bob (KFH) A
Beatty, Dick (KGGF) N
Beatty, Marion (WIBW) Capt.—A
Bailey, Dean (WIBW) Sgt.—A
Bebb, Charles (KCKN) AC—A
Bingham, Drake (KANS) Lt.—A
Blake, Walter (KANS) Pvt.—A
Bodine, Walton (KCKN) MS
Boling, Keith (KOAM) Sgt.—A
Brice, Donald (KSAL) A
Bryant, Ralph (KOAM) Lt.—A
Cahill, Richard (KSAL) A
Carnahan, Bob (KFH) A
Childs, Ralph (KVGB) Sgt.—A
Clark, Eddie (KCKN) MS
Cobb, Grover (KSAL) N
Cochran, Paul (KANS) Lt.—A
Coppock, W. G. (KCKN) S1/C—N
Cotton, Larry (KTSW) AC—A
Cross, Donald (KOAM) A
Day, Fred (KTSW) Ens.—N
Day, Roger (KTSW) Lt. (jg)—N
Deck, Bruce (KGNO) N
Drenner, Don (KGGF)
Evans, Clarence (KCGB) Cpl.—A
Everett, Dave (WIBW) Lt.—A
Field, Kenneth (KGGF) N
Fleming, Robert (KCKN) MS
Gibson, Sherman (KFH) A
Gillett, Delno (KGGF) S2/C—N
Guber, Stan (KFH) MS
Hamilton, Bob (KGNO) A
Hamlin, Dave (KGGF) Lt.—A
Hannum, Phil (KCKN) Pvt.—A
Hargis, Jack (KGGF) Lt.—A
Harrison, Burt (KTSW) PFC.—A
Hawkins, Vic (KVGB) N
Hodges, Hilton (WIBW) Lt. (jg)—N
Holbrook, Art (WIBW) CG
Horner, Jack (KSAL) A
Hough, Hal (KGGF) Sgt.—A
Jacobs, Victor (WIBW) Cpl.—A
Jennings, John (KCKN) N
Jones, R. L. (KOAM) Lt. (jg)—N
Judkins, Harland (KGGF) Cpl.—A
Kimball, Vaughn (KGNO) Sgt.—A
Kline, Kenneth (KGGF)
Kounter, Gerald (KGGF)
Lantz, James (KSAL) A
Lawrence, Jack (KOAM) Cpl.—A
Leahy, Tom (KANS) Pvt.—A
Legleiter, Leo (KVGB) Pvt.—A
Leonida, Adrian (KTSW) Cpl.—A
Magill, Art (KGNO) A
Mall, Richard (KSAL) A
McClintock, Henry (KIUL) RM2/C—N
McCrerry, Robert (KIUL) N
McDaniel, Mickey (KTSW) M
McGill, Arthur (KIUL) Pvt.—A
Meeks, William (KANS) Sgt.—A
Nickell, Joe (WIBW) Col.—A
Oclschlager, Don (KGNO) A
Osborn, Walter (KCKN) Sgt.—A
Page, Bob (KGGF) Sgt.—M
Pinkham, Charles (KSAL) A
Powell, Ralph (KGGF) A
Prescott, Charles (KFH) A
Price, John (KCKN) AC—N
Prince, Arthur (KOAM) Ens.—N
Reed, James (WIBW) PFC.—A
Reis, Francis (KCKN) Lt.—A
Rice, Kenneth (WIBW) Pvt.—A
Rush, Phillip (KSAL) A
Salek, George (KOAM) Pvt.—A
Sanford, Max (KFH) A
Sawyer, George KANS) AC—A
Seaton, Arthur (KSAL) A
Shaffer, Russell (KANS) Ens.—N
Shelley, Raymond (KANS) PFC.—A
Shull, Elwain (KANS) Sgt.—A
Simms, Frank (KANS) AC—A
Smith, Harold (KANS) Lt.—A
Smith, James (KTSW) AS—N
Smith, Warren (KGGF) PFC.—A
Spece, Milton (KVGB) N
Sproul, Clifton (KFH) A
Startup, Merwin (WIBW) ART2/C—N
Steel, Bill (KGGF) Lt.—A
Stitt, Wayne (KCKN) Cpl.—A
Stotts, William (WIBW) ARM2/C—N
Swafford, Roy (KANS) Lt.—A
Thompson, Alfred (KSAL) A
Timmerman, Harold (KCKN) A
Townsley, Russell (KVGB) Lt.—A
Tremble, Sidney (KSAL) N
Umansky, Martin (KANS) Sgt.—A
Virts, Sam (KGNO) N
Walinow, Sylvia (KCKN) WAVES
Watts, Ed (KIUL) Lt.—A
Wells, Bob (KVGB) Lt.—A
Wheeler, Jon (KCKN) MS
Widder, Willard (KCKN) N
Wilson, Paul (KANS) AC—A
Woelk, Randolph (KTSW) T/Sgt.—A
Wright, Harry (KVGB) A
Young, Bill (KANS) Sgt.—A

## KENTUCKY

Allin, Henry (WLAP)
Anderson, Jack (WGRC) Lt.—A
Anderson, James (WSON) Sgt.—A
Ashford, Ed (WLAP)
Ballard, W. E. (WHAS) Pvt.—A
Bechtel, Frank (WLBJ) A
Benesch, William (WHLN) Sgt.—M
Blanton, W. S. (WHAS) Capt.—A
Borders, James (WHAS) S/Sgt.—M
Bradshaw, Fred (WLBJ)—N
Brewer, Ed (WHOP)—N
Brodie, Robert (WHOP)—N
Brooks, Stuart (WINN) Pvt.—A
Causey, Jake (WLBJ) A
Cisler, S. A. (WGRC) Lt.—M
Cline, Neil (WHAS) Lt.—N
Disney, Peter (WHAS) Sgt.—A
Dorsey, Howard (WHAS) Pvt.—A
Faulconer, J. B. (WLAP)
Fowler, J. B. (WPAD)—Pvt.—A
Fox, Joe (WHAS) Capt.—A
Gilmore, Graeme (WAVE) N
Guckert, Jerome (WCMI) Sgt.—M
Heafer, John (WAVE) MS
Heimerdinger, Milton (WGRC) Pvt.—A
Holmlund, A. E. (WHAS) Lt.—A
Holtman, Bernard (WAVE) N
Jesse, George (WLAP)
Kornfeld, Robert (WAVE)
Lackey, Prewitt (WPAD) Lt.—A
Lacy, Eddie (WLBJ) M
Lau, Louis (WAVE) N
Luck, Robert (WPAD) Lt.—M
Luddy, Noel (WLAP)
Lukins, Harry (WAVE) A
Magruder, Asa (WAVE) N
McIntosh, James (WGRC) PFC.—A
McIntosh, Robert (WGRC) Capt.—A
Meredith, Lee (WOMI) Sgt.—A
Miller, Rondell (WLBJ) N
Mims, Wallace (WHOP) Cpl.—A
Neilsen, C. W. (WHAS) Lt.—A
Norton, George (WAVE) Maj.—A
Nunn, Gilmore (WLAP) Capt.—A
Oates, Bill (WLBJ) A
Quinn, W. E. (WHAS) S/Sgt.—M
Ransdell, Edward (WAVE) A
Rea, Ernie (WHAS) Lt.—N
Rhea, Sam (WAVE) A
Roach, Paul (WAVE) M
Shipley, Robert (WAVE) A
Shubinski, Jake (WCMI) Pvt.—A
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Smith, Tom (WGRC) CPO—N
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Stevens, Arthur (WAVE) N
Wade, R. T. (WHAS) Pvt.—A
Walker, William (WPAD) Cpl.—A
Walsh, George (WHAS) Ens.—N
Waltman, William (WAVE) A
Walton, James (WHAS) Lt.—A
Warren, Charles (WCMI) Sgt.—M
Williams, Mark (WHLN) Sgt.—A
Wilson, Charles (WLBJ) N
Wilson, Leo (WHOP) N

## LOUISIANA

Albert, Charles (WJBW) N
Anderson, H. V. (WJBO) Lt.-N
Anderson, H. V. (WJBO) Lt.—N
Attlesey, R. S. (KWKH-KTBS) A (CDD)
Bailey, Clovis (KVOL) A
Barnes, William (KWKH-KTBS) Lt.—A
Bland, Cecil (KWKH-KTBS) Cpl.—A
Brister, C. W. ((WJBO) MS
Carlson, Edward (WJBW) Ens.—N
Corcoran, W. J. (WJBO) M
Craft, A. B. (KVOL) N
Dabadie, J. C. (WJBO) Lt.-M
DeVincent, Sam (KWKH-KTBS) A
Edmonds, L. S. (WJBO) N
Erwin, Scott (KWKH-KTBS) Lt.—A
Faust, James (KWKH-KTBS) M1/C-N
Fazio, Louis (KALB) Pvt..—A
Ferguson, John (KWKH-KTBS)
Flagler, Harry (KWKH-KTBS) N
Frazier, Lelia (WKH-KTBS) WAVES
Gates, Howard (KALB) AC-A
Glusman, E. F. (WJBO) Lt.—A
Gomez, H. E. (WJBO) CG
Harkness, Bernie (KWKH-KTBS) A (CDD)
Harris, C. (WJBW) A
Higginbotham, W. E. (KWKH-KTBS) S2/C—N
Jackson, Roy (KWKH-KTBS) Pvt.—A
Kaiser, M. L. (WJBO) N
Letson, Benton (WJBO) Lt.—N
Long, Paul (KWKH-KTBS) Lt.—A
Lynch, D. J. (WJBO) Lt.—A
Lyons, H. H. (WJBO) N
Mahoney, Robert (KWKH-KTBS) AS-N
Marchand, Alex (KALB) Sgt.—A
Meton, Barden (KWKH-KTBS) Cpl.—A
Miller, T. H. (WJBO) A
Neathery, Vance (KWKH-KTBS) RM1/C—N
Nettles, F. T. (WJBO) Lt.—A
Nigocia, A. H. (WJBW) Sgt.—A
Pendergast, Ed (WJBW) M
Pharis, Jean (KALB) Pvt.—A
Rennie, David (KWKH-KTBS) MS
Rind, Jules (KWKH-KTBS) PFC.—A
Rogers, B. J. (WJBO) A
Rogers, Edly (KALB) Lt. (jg.)—N
Rolston, W. A. (WJBO) M
Roppolo, Michael (KWKH-KTBS) AC—A
Scearce, R. H. (WJBO) Lt.—A
Schmidt, C. (WJBW) A
Schmitter, Dean (KWKH-KTBS) Lt. (jg.)—N
Simmons, Lamar (WJBO) M
Sims, Ralph (WJBO) Pvt.—A
Smith, Elmer (KWKH-KTBS) Lt. (jg)—N
Smith, Joe (KALB) AC—A
Smith, Vernon (KALB) Capt.—A
Stagg, Lauren (KVOL) N
Stolzenthaler, W. F. (WDSU) Pvt.—A
Stone, James (KWKH-KTBS) AC—A
Switzer, Albert (WJBO) Lt.—A
Tait, Edward (KWKH-KTBS) A
Thatcher, Gene (WDSU) Sgt.—M
Trice, Harrison (WJBO) A
Tucker, J. H. (KWKH-KTBS) Col.—A
Wheeler, O. J. (WJBO) A
Williams, Lynn (KWKH-KTBS) A
Wright, J. (WJBW) N

## MAINE

Atwood, Jack (WRDO) Lt.—M
Barr, William (WCOU) PFC.—A
Blaisdell, Harold (WRDO) M
Bowen, Daniel (WGAN) RT1/C—N
Buckley, Ralph (WCSH) Lt. (jg)—N
Couture, Faust (WCOU) Capt.—A
Cushing, Kenneth (WCSH) N
Durgin, Lawrence (WCOU) Lt. (jg)—N
Hall, Leslie (WCOU) Maj.A
Keyes, Paul (WGAN) Pvt.—A
Marsh, John (WCOU) PFC.—A
Payne, Robert (WCOU) Cpl.—M
Powers, Donald (WRDO) A
Preble. Fred (WCOU) N
Sale, Theodore (WGAN) RT2/C—N
Wright, Alvin (WGAN) N

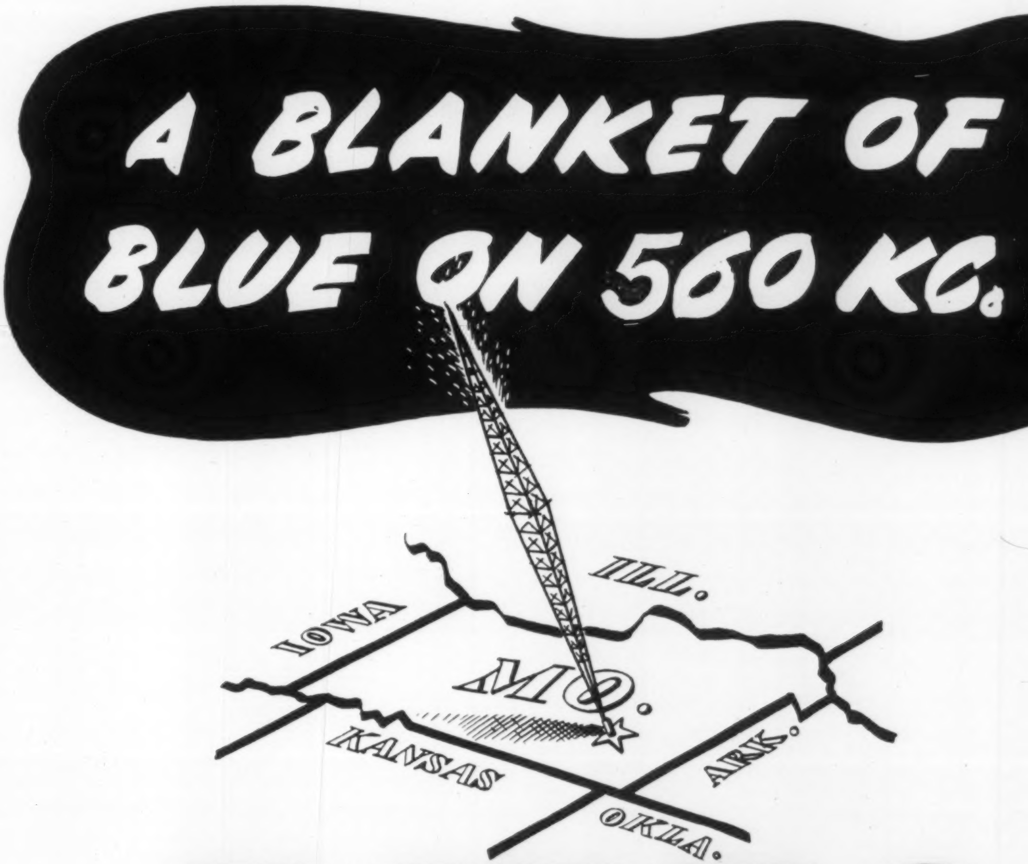
## MARYLAND

Ademy, John (WCAO) Sgt.—A
Azine, Harold (WBAL) Sgt.—M
Barclay, Hugh (WFBR) CPO—N
Barry, Phil (WFBR) Cpl.—A
Belote, Sidney (WBOC) Ens.—N
Booth, James (WITH) Lt.—A
Brooks, Chauncey (WBAL) Capt.—A
Carpenter, Ralph (WITH) Pvt.—A
Clotworthy, John (WCAO) Pvt.—A
Conover, Willis (WTBO) Cpl.—A
Corbin, Louis (WCBM) Capt.—A
Costigan, Thomas (WITH) Sgt.—M
Dice, Francis (WCAO) Maj.—A
Dickman, John (WBAL) Y2/C—N
Eichner, Ina Lee (WTBO) WAC
Fischer, Fred (WBOC) T/Sgt.—A
Fuller, George (WFBR) Lt.—A
Goodman, Carl (WTBO) Pvt.—A
Gould, Purnell (WFBR) Capt.—A
Grant, Armand (WBAL) Lt.—A
Greenberger, J. B. (WBOC) Lt.—A
Hellman, Gordon (WITH) Lt.—N
Hollis, W. L. (WBOC) Lt.—A
Hoover, Jane (WFMD) WAVES
Jones, Arthur (WBAL) A
Jones, Kenneth (WITH) Lt.—A
Lanahan, William (WCAO) S1/C—N
Lavoie, Roger (WBAL) Sgt.—A
LeFevre, William (WFBR) Pvt.—A
Lewis, James (WTBO) Lt.—A
Lewis, John (WCAO) S1/C—N
Matthews, Wall (WFBR) S/Sgt.—A
McDonald, William (WFMD) N
Moffett, Raymond (WCAO) Lt.—A
Morris, Paul (WCAO) Sgt.—A
Mowbray, Edwin (WFBR) Ens.—N
Murray, Michael (WCBM) Capt.—A
Murrie, Jock (WTBO) Lt.—A
Naylor, John (WFMD) A
Oliver, Warren (WITH) Pvt.—A
Potter, Robert (WBOC) Lt.—A
Proctor, Hal (WCAO) Pvt.—A
Purcell. Charles (WCAO) Lt.—A
Reed, Thomas (WCBM) OC—A
Richardson, A. P. (WBOC) N
Riepe, Creighton (WFBR) Y3/C—N
Rock, William (WCBM) Sgt.—A
Rosamond, Robert (WTBO) Cpl.—A
Rowlkes, Rosser (WBAL) A
Severin, Thomas (WCBM) Pvt.—A
Sherin, Arthur (WBAL) A
Snoops, Lillian (WFBR) WAVES
Stevens, Buddy (WTBO) N
Toleman, Eddie (WTBO) Ens.—MS
Williamson, Gordon (WITH) AC—N

## MASSACHUSETTS

Aberman, Morris (WNAC) Sgt.—A
Achramowicz, Mathew (WAAB) Pvt.—A
Aitken, Paul (WLLH) A
Anderson, Crosby (WNBH) Sgt.—A
Arnold, Otto (WNBH) Capt.—A
Ashley, Charles (WEEI) Lt. (jg)—N
Baglow, George (WNAC) Pvt.—A
Baldwin, Kenneth WESX) Capt.—A
Barbara, Dorothy (WEEI) WAVES
Barrett, Stanley (WSAR) PFC.—A
Bartol, Francis (WEEI) Pvt.—A
Batts, Mary (WLAW) WAVES
Beauvais, John (WEEI) AS—N
Belknap, Albert (WESX) Lt.—A
Bickford, Charles (WSPR) N
Bixbee, Harry (WESX) A
Black, Richard (WNAC) Pvt.—A
Blake, Norman (WBRK) A
Bonney, James (WORL) CPO-CG
Booth, Robert (WTAG) Lt.—A
Bowes, Frank (WBZA) Pvt.—A
Britt, James (WNAC) Lt.—N
Brown, Allen (WORL) Cpl.—M
Bruno, Joseph (WEEI) Pvt.—A
Burbank, Robert (WBRK) A
Burgoyne, Charles (WHDH) N
Burke, William (WMEX) CG
Byrne, Tyler (WGTR) WO—N
Cairns, George (WNAC) Pvt.—A
Canady, William (WORL) Lt.—A
Carroll, Charles (WNAC) N
Chambers, Albert (WESX) Lt. Com.—
Chester, Harvey (WLAW) Pvt.—A
Clapp, Kenneth (WNAC) Ens.—N
Clay, Linwood (WLLH) Lt.—A
Collins, Earl (WNBH) Cpl.—A
Colton, Morris (WBZ-WBZA) Lt.—N
Coney, Lawrence (WSPR) A
Connolly, Paul (WNAC) Pvt.—A
Corey, Roger (WSPR) N
Cowling, Terry (WCOP) Cpl.—A
Crockett, Edward (WAAB) Lt. (jg)—
Crowell, George (WCOP) Lt.—A
Cullinan, Howell (WEEI) Comdr.—N
Danis, Mel (WCOP) PFC.—A
Davidson, Thomas (WESX) A
Davis, Wendell (WBZ-WBZA) Ens.—N
Day, John (WHDH) Lt.—A
DeMars, Paul (WNAC) Lt. Com.—N
DeRose, C. N. (WHYN) Capt.—A
Diehl, Albert (WEEI) Cpl.—A
Dierdorf, Ellis (WCOP) Lt.—A
Dinsmore, Ed (WORL) Pvt.—A
Dodge, Smith (WNAC) Lt.—N
Donaher, William (WNAC) RM3/C—N
Dorris, Samuel (WNAC) CPO—CG
Drew, William (WESX) A
Elliot, Henry (WMEX) PhM2/C—N
Ellliott, Bob (WHDH) A
Elmore, John (WBZ-WBZA) Lt.—N
Farwell, Ruth (WNAC) M
Feller, Sherman ,(WEEI) Pvt.—A
Fentross, Frank (WNAC) Sgt.—A
Ferris, Catherine (WNAC) WAC
Fitzgerald, Dana (WNAC) N
Flanders, William (WBZ-WBZA) N
Fortier, Ivor (WNAC) Pvt.—A
Freeman, Robert (WEEI)
Fregeau, Alfred (WNAC) Lt.—A
Gagnon, Edward (WHDH) A
Gardner, Thomas (WTAG) Lt.—A
Garland, Davis (WEEI) Lt.—A
Geary, Neil (WEIM) Lt.—A
Gelardi, Mathew WMEX) CPO—N
Ginieres, Lincoln (WLLH) Lt.—A
Gladu, Raymond (WNAC) RM3/C—N
Godfrey, James (WTAG) Lt.—MS
Goldman, Ernie (WORL) 1st Sgt.—A
Gouin, Francois (WSPR) N
Goulding, Raymond (WEEI) Pvt.—A
Green, Henry (WBZ-WBZA) Ens.—N
Gross, Lloyd (WBRK) A
Guinivan, Rosemary (WESX) SPARS
Hagman, Dawn (WEEI) WAVES
Hall, Arthur (WHDH) Lt. (j.g.)—N
Halloran, Robert (WBZ-WBZA) Lt.—A
Hammerlof, Bertil (WBZ-WBZA) Pvt.—
Hammond, Richard (WESX) Lt.—A
Henderson, Robert (WBZ-WBZA) N
Hickox, R. T. (WLAW) RM2/C—N
Hodges, Gilbert (WTAG) Lt.—A
Hotz, Andrew (WNAC) PFC.—A
Hubbard, William (WESX) A
Hunter, Alexander (WSPR) A
Ide. Carlton (WBZ-WBZA) Sgt.—A
Iovino, Charles (WLAW) Cpl.—A
Johnson, Dick (WCOP) Sgt.—A
Kelly, John (WEEI) Ens.—N
Kenosian, Harry (WMEX) Pvt.—A
King, Arthur (WEEI) T/Sgt.—M
Kirby, Joe (WCOP) Cpl.—A
Lally, William (WHYN) Sgt.—A
Lannan, Walter (WEEI) Cpl.—A
Lawton, Carl (WHYN) S/Sgt.—M
Leary, Daniel (WHDH) A
Lee, D. J. (WLAW) RM3/C-CG
Leonhardt, Julius (WBRK) A
Lindsay, John (WCOP) CG
Linell, Arthur (WGTR) Lt.—N
Little, James (WTAG) Lt.—N
Lord, John (WNAC) Ens.—N
Lundquist, Henry (WEEI) Lt. (jg)—N
Lynne, John (WNAC) S1/C—N
Macdonald, Arch (WBZ—WBZA) Lt. (jg)—N
MacDonnell, Dermott (WLAW) Lt.—M
Magune, F. A. (WESX) M
Maloney, Vincent (WNAC) N
Mann, Stanley (WEEI) T/Sgt.—A
Marston, Gordon (WNAC) Sgt.—M
Matheson, D. B. (WHDH) PFC.—A
Matheson, J. J. (WHDH) AC—A
McCarthy, Frank (WBRK) A
McDermott, Leo (WORL) Lt.—A
McDevitt, Leo (WCOP) A
McDonald, Frank (WLLH) Cpl.—A
McKenna, John (WBZ-WBZA) Lt.—N
McKenna, Walter (WEEI)
McKernan, James (WESX) A
McLaughlin, F. A. (WNAC) Lt. (j.g.)—
McMaster, John (WMEX) Lt.—A
McVarish, Carleton (WNAC) PFC.—A
Meaney, Edward (WESX) A
Meledones, Charles (WORL) Sgt.—A
Michael, George (WORL) Cpl.—A
Michaels, Anthony (WLLH) CPO—N
Miller, Olin (WNAC) WO—N
Miller, Sidney (WEIM) Lt.—A
Milner, Richard (WBZ-WBZA) Pvt.—
Moakley, John (WNAC) Ens.—N
Moss, Ruth (WNAC) M
Myers, Gilbert (WNAC) AC—A
Neil, Wallace (WEEI)
Nelson, Joseph (WESX) N
Nemette, George (WEIM) Pvt.—A
Nevins, William (WLLH) A
Novak, Paul (WEEI) S/Sgt.—A
Novins, Stuart (WEEI) Lt.—A
O'Brien, Gordon (WTAG) Pvt.—A
O'Keefe, Thomas (WNAC) Ens.—N
O'Wril, Robert (WLLH) CG
Pfeiffer, Ernest, (WLAW) Pvt.—A
Pfund, E. T. (WLAW) PFC.—A
Phelan, E. L. (WESX) Lt.. (jg)—N
Philbrick, E. L. (WEEI) WO—N
Philbrook, Carroll (WESX) A

(Continued on page 56)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Wilson, Arthur (WESX) N
Wilson, Kenneth (WHDH) S/Sgt.—M
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Wishnefsky, Walter (WORL) Cpl.—A
Wry, Bryant (WORL) Sgt.—A
Yakus, Milton ((WMEX) Pvt.—A
Young, Norman (WEEI) Capt.—A

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Baranowski, Louis (WHDF) A
Baumgartner, John (WFDF) Pvt.—A
Beck, Albin (WKBZ) A
Blakeslee, John (WKAR) Lt.—N
Bowen, Charles (WCAR) A
Brady, Charles (WJIM) S/Sgt.—M
Brenneman, Hugh (WFDF) Ens.—N
Bridgman, Leory (WWJ) Lt.—A
Briggs, William (WWJ) Sgt.—A
Burrows, Edwin (WWJ) Ens.—N
Carney, James (WKZO)
Carson, Thomas (WJIM) S2/C—MS
Cartwright, Calhoun (WCAR) N
Cederberg, Carl (WBCM) Pvt.—A
Chase, Edward (WOOD) PFC.—A
Chatfield, Ward (WCAR) A
Chetek, Lee (WSAM)
Clark, Floyd (WSAM)
Clark, James (WWJ) Lt.—A
Cohen, Louis (WWJ) Sgt.—A
Cole, Richard (WKAR) Lt. (jg)—N
Covell, Arthur (WKZO)
Davies, Bud (CKLW) RCN
Delones, Joe (WLAV) Pvt.—A
Dunkelberg, Malcolm (WLAV) Pvt.—A
Dunn, Elizabeth (WWJ) WAC
Eberle, James (WWJ) Ens.—N
Ellis, Leroy (WLAV) Pvt.—A
Ellsworth, Al (WLAV) Pvt.—M
Finch, Howard (WJIM) Lt.—A
Finger, Howard (WSAM)
Fraser, Richard (WKAR) Lt.—N
Gilbert, Theodore (WKZO)
Gladden, William (WCAR) A
Gray, Robert (WOOD) Ens.—N
Gross, Harold (WJIM) Lt.—N
Habel, Jack (WCAR) N
Hallman, Karol (WCAR) WAVES
Hart, Julius (WIBM) PFC.—A
Haven, Ken (WTCM) Pvt.—A
Hille, Dalton (WCAR) N
Hinckley, Al (WKZO)
Hopkins, John (WLAV) Capt.—A
Juengle, Paul (WBCM) Lt.—A
Jylha, Leo (WJIM) RM2/C—N
Keller, Fred (WOOD) Lt. (jg)—CG
Kiker, William (WTCM) Sgt.—A
King, George (WJBK) AC—N
Krell, Frederick (WSAM)
Laforet, Raymond (CKLW) A
Lawlor, Boyd (WTCM) Pvt.—A
Lawrence, Hal (CKLW) RCAF
LeBlanc, Harry (WWJ) PFC.—A
Lemke, Harold (WOOD) Pvt.—A
Leyden, William (WJBK) AC—A
Loree, Lou (WBCM) S/Sgt.—A
Lynch, Frank (CKLW) Lt.—R.C.C.S.
(Scot. Regt.)
Mandelstamm, Vertner (WBCM) Cpl.—A
Marshall, John (WLAV) Lt.—A
McCullen, Harold (WSAM)
Muehlenbeck, James (WSAM)
Oppenhuizen, Simon (WLAV) M
Owen, F. F. (WELL) Capt.—A
Parchman, Earle (WJIM) M1/C—N
Partridge, Elmer (WCAR) N
Paterson, James (BLUE) Lt. (jg)—N
Patullo, Marshall (WKBZ) A
Pierce, Carl (WKBZ) M
Pittman, Lansing (WWJ) Y2/C—N
Quinn, Robert (WKBZ)A
Radner, Roy (WIBM) PFC.—A
Radunz, Robert (WCAR) MS
Reed, George (WIBM) Pvt.—A
Ritchie, Campbell (CKLW)
Lt.—R.C.C.S. (Scottish Regt.)
Robinson, Wayne (WKZO)
Rogers, Roy (WCAR) A

Roth, Joseph (WKZO)
Rubinsky, Charles (WKBZ) A
Rudak, Walter (CKLW) RCAF
Saurman, Carroll (WOOD) Cpl.—A
Scripps, W. J. (WWJ) Capt.—A
Sharon, Don (CKLW)
Shields, Swanson (WCAR) A
Shiell, Stuart, (WCAR) N
Shugg, Jane (WWJ) WAVES
Slade, Russell (WSAM)
Slater, Leonard (WCAR) N
Smith, William (WBCM) Pvt.—A
Standart, Robert (WCAR) N
Stanley, Raymond (WKAR) Ens.—N
Steer, Joseph (WJBK) Lt. (jg)—N
Stenglein, James (WSAM)
Sterritt, Charles (WJBK) Lt. (jg)—N
Strait, Jack (WCAR) A
Stroh, Paul (WSAM)
Sutherland, Ed (WKBZ) A
Taylor, John (WWJ) Y1/C—N
Taylor, Ted (WFDF) Pvt.—A
Thatcher, Garfield (WKBZ) A
Thompson, Ernest (WOOD) N
Titherington, Henry (WELL) T/Sgt.—A
Towsley, Lynn (WKAR) Maj.—A
Walbridge, W. E. (WWJ) Ens.—N
Werner, Richard (CKLW) Cpl.—A
Wessborg, Eric (WBCM) CPO-CG
Whitman, Don (WTCM) Pvt.—A
Willey, Duncan (WOOD) Pvt.—A
Williams, Paul (WWJ) Lt. (jg)—N
Wissman, Melvin (WWJ) Lt.—A
Wolpert, Jerry (WFDF) Cpl.—M
Zimmerman, David (WWJ) Lt.—A

## MINNESOTA

Asch, C. E. (KSTP) Lt.—A
Babcock, Wayne (KSTP) Capt.—A
Bair, Clifford (KSTP) AC—A
Bastien, Vincent (WCCO)
Bazille, Richard (WMIN) A
Bentson, Lawrence (WMIN) Ens.—N
Berman, Averill (WLB)
Biltz, Francis (WLB)
Bjork, Merle (WLOL) Lt.—A
Bjornson, Valdimar (KSTP) Lt.—N
Booen, Sherman (KATE) A
Brinkman, Gerald (WLOL) S/Sgt.—A
Brown, Hugh (KDAL) Lt. (jg)—N
Butler, Frank (WCCO)
Butler, H. (WCCO)
Campbell, Robert (WCCO)
Coil, Bert (WTCN) Lt.—N
Cole, James (WEBC) A
Collier, George M. (WCCO)
Cope, William (WLOL) Pvt.—A
Craig, Julian (KATE) A
Culbertson, George (WCCO)
Cummings, Jack (WEBC) A
Dawson, Northrup (WCCO)
Dawson, Thomas H. (WCCO)
DeHaven, Bob (KYSM) Cpl.—A
Deschene, E. (WCCO)
Dotson, Perry (KSTP) Lt. (jg)—N
Drwall, Joe (KWNO) PFC.—M
Eckberg, Bryce (WLOL) Pvt.—A
Edstrom, Carl (KSTP) Capt.—A
Edwards, Donald (KROC) A
Ekstron, Robert (WTCN) Capt.—A
Endersbe, Frank (KYSM) Lt.—A
Erickson, Chester (KFAM) F/O—A
Erickson, Rolf (WEBC) A
Forsman, John (WCCO)
Foss, Joe (KWNO) Lt.—A
Fremont, Leo (WEBC) A
Gabrielson, Conrad (WHLB)
Gabrielson, O. (WCCO)
Gabrielson, Reidar (WHLB)
Galbraith, William (WCCO)
Gallaher, Edward (WCCO)
Gardner, Bob (KYSM) Sgt.—A
Gentling, David (KROC) Ens.—N
Greeley, Mirven (WEBC) N
Green, Clyde (WTCN) Lt.—A
Guildner, John (KATE) A
Haller, Phyllis (KYSM) WAVES
Haloran, Ryan (KDAL) A
Hanssen, Jack (KYSM) Lt.—A
Harding, Alfred J. (WCCO)
Harris, Ellis (KDAL) A
Harris, James H. (WCCO)
Hartho, Willard (KSTP) PFC.—A
Hawkins, Donald (KSTP) Y3/C—CG
Hoberman, Ben (WMFG) Cpl.—A
Hoff, Hollis (KVOX) Sgt.—A
Ingbretsen, Len (KWNO) PFC.—A
Ingebrigtsen, Leonard (WMIN) N
Irwin, Barney (WHLB)
Jackson, Robert (WMIN) N
Jacobsen, Ernest (WCCO)
Jacobson, Mervin (KATE) N
Jay, George (WCCO)
Jorgenson, Wallace (WCAL) PFC.—M
Kamman, Leigh (WEBC) A
Kempanien, Harold (WCCO)
Kimberly, H. D. (WLOL) Lt.—N
Kindler, Frank (KFAM) S/Sgt.—A
King-Ellison, Jerry (WTCN) RM1/C—N
Klinger, Joseph (KSTP) Sgt.—A
Knighton, John (WMIN) A
Koucerek, Francis (WCCO)
Kratche, William (KWNO) PFC.—M
LaChappelle, John (WEBC) N
Lambrecht, Rex (WCCO)
Larsen, J. (WCCO)
Leonard, C. C. (WLOL) Pvt.—A
Lockman, Bob (WEBC) M
Lodge, Arthur (KSTP) Ens.—CG
London, Morton (WMIN) Lt.—A
Lonergan, Vincent (WMFG) Sgt.—M
Lowe, Douglas (KATE) A
Mason, Don (WHLB)
Mason, Luther (WCAL) AC—N
McCall, Don (WEBC) A
Melton, Orrin (KYSM) Lt.—A

Messeas, James (WTCN) PFC.—A
Mickelsen, Matt (KSTP) Sgt.—M
Miles, Robert (KWNO) PFC.—A
Miller, Wallace (WLOL) Capt.—A
Monat, William (WHLB)
Muller, Marcus (KSTP) Lt.—A
Nadeau, Herbert (WCCO)
Naeseth, Franz (WMFG) Pvt.—A
Nee, William (KATE) A
Neher De (WEBC) N
Nelson, Eugene (KFAM) Pvt.—A
Nides, Jack (WMIN) A
Niemeyer Herbert (WMIN) T/Sgt.—A
O'Brien, Greg (WEBC) M
Ogren, Robert (KSTP) PFC.—M
Olson, Martin (WEBC) A
Ostby, John (KDAL) M
Owens, Robert (KDAL) A
Oxman, Carl (WMIN) Cpl.—A
Page, Dave (KWNO) Cpl.—A
Page, Norman (WEBC) N
Paro, Jack L. (WCCO)
Peterson, Bob (KYSM) Lt.—A
Potter, Lee, Jr. (WCCO)
Pringle, John (KSTP) Sgt.—A
Reick, Reuben (KROC) Sgt.—A
Ross, Lenore (KSTP) Pvt.—M
Sakry, Cliff (KFAM) Y1/C—N
Salisbury, John (WMIN) A
Schoener, Gilbert (KFAM) Lt.—A
Scott, Vernon (KFAM) S/Sgt.—A
Seesal, H. J. (WMIN) Lt.—A
Severeid, Paul (WLOL) Maj.—A
Seymour, Wally (KFAM) PhM2/C—N
Sherman, Arnold (WCCO)
Sherman, John (WTCN) Capt.—A
Smith, Charles (KSTP) Y3/C—N
Smith, Lewis W. (WCCO)
Sodahl, Roy (WEBC) N
Steinley, Reinhard (KVOX) Pvt.—A
Stone, Wallace (KROC) PFC.—M
Stough, Ray (KVOX) Ens.—MS
Sutton, Robert (WLOL) N
Swendson, Lyman (WCCO)
Temple, Peter (WLOL) N
Thorberson, John P. (WCCO)
Topinka, Rudy (WMFG) Pvt.—A
Touw, Clarence (KDAL) N
Von Holbenoff, Don (KROC) N
Walker, Bill (KYSM) Sgt.—A
Watterberg, John (WLOL) Lt.—A
West, Robert (KFAM) AS—N
Widman, Sev (KWNO) MS
Wiggenton, W. M. (WCCO)
Williams, Charles (KWNO) PFC.—A
Wilson, Herbert (KSTP) Pvt.—A
Wolff, Russell (KSTP) Pvt.—A
Woodbury, Robert (WCCO)

## MISSISSIPPI

Asaf, Wodrow (WSKB) Lt.—A
Barrett, Roger (WSKB) Lt.—A
Bartell, John (WMIS)
Billups, Marcella (WCBI) WAVES
Bordeau, Paul (WMIS)
Carlos, William (WSKB) Sgt.—A
Cobb, Willard (WJDX) Lt.—A
Corcoran, Bill (WMIS)
Craig, Herbert (WCBI) Pvt.—A
Day, James (WMIS)
Dubard, Vassar (WSLI) Ens.—N
Everett, Frank (WCBI) Sgt.—A
Faust, Ray (WCBI) Lt.—A
Ferguson, Clarence (WMIS)
Ferguson, R. E. (WJPR) Ens.—N
Gardner, Clyde (WSKB) Lt.—A
George, Edward (WJDX) Lt.—A
Graves, Clyne (WAML) RM1/C—N
Gross, David (WAML) AC—A
Guido, Georga (WMIS)
Hester, Jeff (WJDX) Lt.—A
Hinman, Buck (WCBI) Cpl.—A
Holifield, Harold (WAML) Pvt.—A
Imes, Birney (WCBI) Capt.—A
Ingels, Edgar (WJDX) A
Jensen, Val (,WMIS)
Johnson, W. (WSKB) A
Keith, Jerry (WSLI) AC—A
Kelly, Gordon (WMIS)
Kuen, Percy (WJPR) N
Lee, Renley (WJPR) A
Little, Lyle (WJDX) Cpl.—A
Looney, Monroe (WCBI) Pvt.—A
McCoy, Jack (WJDX) PFC.—M
McGee, Henry (WSLI) AC—A
Moody, Rex (WJDX) Lt.—A
Newkirk, Robert (WSKB) Lt.—A
Pearce, Marshall (WMIS)
Pepper, John (WJPR) Lt. (jg)—N
Protheroe, Pete (WMIS)
Rawls, C. A. (WSLI) Lt.—A
Sanders, Jack (WSKB) Lt.—A
Sanders, Robert (WSKB) RT1/C—CG
Thompson, Robert (WJPR) AC—A
Timball, Adrian (WMIS)
Walters, Granville (WAML) Sgt.—A
Walters, Stanley (WAML) Pvt.—M
Weinedel, Roy (WSLI) AS—MS
Wilson, Roe (WSLI) Lt.—A
Wocter, Mildred (WSKB) WAC
Woodall, Sam (WMIS)
Zuccaro, Joe (WMIS)

## MISSOURI

Agee, Ray (KWOS) N
Alford, Marion (KGBX) A
Anderson, Andy (KMBC) Sgt.—A
Anderson, H. F. (WMBH) AC—A
Anderson, J. L. (KMOX) Capt.—A
Arbuckle, Glen (KHMO) N
Austin, Edward (KMOX) Cpl.—A
Avery, Gaylord (KMOX) PFC.—A
Barnes, Raymond (KMOX) Lt.—A
Battraw, Elmer (WMBH) Pvt.—A
Bennett, Myron (KWK) Capt.—A

Bergtold, Alfred (KXOK) Lt. Com.—N
Bilderback, Roy (WMBH) Sgt.—A
Binkin, Sil (WEW) Cpl.—A
Blanar, Estelle (KMBC) WAVES
Boecler, Fred (KXOK) Pvt.—A
Boehm, Harding (KGBX) Lt. (jg)—N
Brandt, Alfred (KXOK) Pvt..—A
Brassington, Bert (KGBX) Pvt.—A
Brennan, Joe (KXOK) OC—M
Brooks, Clay (KWOS) A
Brophy, Raymond (WHB) A
Buchan, Alexander (KXOK) Lt. (jg)—N
Bunn, James (KCMO)
Caldwell, Bob (WHB) A
Carlson, Bill (KMBC) Lt.—A
Carpenter, Robert (KMOX) ARC
Carraci, Anthony (KGBX) PFC.—A
Castanie, Frank (KMOX) Lt.—A
Champlin, Warren (KXOK) Pvt.—A
Christopher, Carl (KMOX) Pvt.—A
Chuckray, Michael (KXOK) N
Clark, W. H. (WMBH) Capt.—A
Clay, Cecil (KHMO) Pvt.—A
Cleary, Walter (KMOX) Lt.—A
Cole, Wallace (KMOX) N
Cominos, George (KXOK) Ens.—N
Cook, Kenneth (KMBC) Lt.—A
Corbitt, Bayless (KXOK) Cpl.—A
Curry, Myron (KMBC) Lt.—A
Daly, Homer (KXOK) Lt.—A
Daugherty, Stan (KXOK) Cpl.—A
Davidson, Ruben (KGBX) T/Sgt.—A
Davis, Tommy (KFEQ) Pvt.—A
Dennis, Ed (WHB) N
Douglas, James (KMOX) Lt.—N
Dowd, Franklin (KFEQ) Pvt.—A
Dunne, R. (KMOX)
Durkin, Sherwood (KMBC) Sgt.—A
Edwards, Eddie (KMBC) MS
Evans, Richard (KCMO)
Farmer, John (KMBC) Pvt.—A
Farrell, Wesley (KMOX) Capt.—A
Fehring, James (WMBH) Pvt.—A
Feldman, Melvin (WEW) Pvt.—A
Finch, Robert (KMOX) Lt. (jg)—N
Fonda, Paul (KMBC) Maj.—A
Foster, Frederick (KWK) Ens.—N
Fox, Bernard (KMOX) Pvt.—A
Garrison, Jack (KMOX) Lt.—A
George, Lee (KGBX) PFC.—A
Goldsmith, J. E. (KMOX) Lt.—A
Green, Judd (KMOX) Capt.—A
Guest, William (KMOX)
Gunn, William (KHMO) Cpl.—A
Hainline, Joe (KGBX) Lt.—A
Hall, Bert (WIL) Sgt.—A
Hamilton, Cordell (KWOS) N
Harding, Joseph (KCMO)
Hartbauer, Charles (KMOX) S1/C—N
Haworth, Herschel (KGBX) Sgt.—A
Heady, Kenneth (KCMO)
Hemmann, Clifford (KHMO) S2/C—N
Hennessy, James (KXOK) Y2/C—N
Heuer, Robert (KXOK) Cpl.—A
Hille, Robert (KXOK) Lt.—A
Hoagland, Laurence (KCMO)
Hollan, David (KCMO)
Houff, Bruno (KWK) Sgt.—A
Hughes, Edwin (WMBH) Pvt.—A
Isenberg, Rudolph (KXOK) Lt.—A
Jacobs, John (KMOX) Lt.—M
Johnson, James (KMOX) Capt.—A
Johnson, Neal (WMBH) Lt.—A
Jones, Robert S. (KCMO)
Kalbfliesch, E. (KWK) Lt.—A
Kemper, Lou (KMBC) Pvt.—M
Klein, Ray (KXOK) Cpl.—A
Knaust, Leo (WMBH) N
Koch, J. Wesley (KFEQ) Lt.—A
Kohr, Lambert (KMOX) S/Sgt.—A
Krajcir, Frankie (KMOX) A
Kroencke, Ed (KMBC) A
Lambur, John (WIL) Lt.—A
Lane, Jean (KMOX) ARC
Leeds, Doris (KMBC) WAC
Lesker, Russell (KMOX) S/Sgt.—A
LeVec, Pierre (KCMO)
Link, Carr (KMOX) Pvt.—A
Liosnoff, Alexander (KMOX) Cpl.—A
Littich, John (KXOK) M2/C—N
Lux, Kenneth (KFEQ) Pvt.—A
Mabie, Rollie (KFEQ) Pvt.—A
Martin, June (KMBC) SPARS
McAuley, Terry (WEW) Ens.—N
McCoy, Robert (KHMO) Y1/C—N
McGee, Leonard (KMOX)
McGinnis, Robert (KMOX) S2/C—N
McGuigan, C. V. (WHB) N
Menge, Paul (KHMO) A
Middendorf, Vincent (KMOX) S2/C—N
Miles, Clifford (KGBX) A
Millard, G. T. (KCMO)
Miller, Charles (WMBH) Cpl.—A
Mitchell, Paul (KGBX) N
Moran, James (KMOX) Lt.—N
Muckensturn, Julius (KMOX) Pvt.—A
Nash, James (WMBH) Cpl.—A
Neville, Laurence (KMOX) Pvt.—A
Newberry, James (KGBX) A
Nicholas, Robert (KXOK) Capt.—A
Nickles, Robert (KWK) Cpl.—A
Oshorn, Jerry (KGBX) A
Parker, Lawrence (KFEQ) Pvt.—A
Parker, Smoky (KMBC) N
Parrish, Austin (KHMO) T/Sgt.—A
Rains, Fred (KGBX) OC—A
Rawlins, Lynn (WHB) N
Reid, Aubrey (KXOK) Maj.—A
Rhodes, Dustin (WIL) Pvt.—A
Ringenberg, William (KGBX) N
Roberts, John (KXOK) Lt. Com.—N
Robertson, Randall (WEW) Pvt.—A
Roman, Joe (KWOC) N
Rooney, Tom (KMOX) MS
Rose, John (KMOX)
Rose, Ralph (KWOS) A
Roth, W. W. (KFRU) Ens.—N

Rutherford, Alva (KWOS) A
Sampson, Robert (KWK) Maj.—A
Saxon, Lon (KWK) N
Scheifelbein, Emil (KMOX) N
Schell, Stanley (KHMO) N
Schirmer, Carleton (KFEQ) Pvt.—A
Schmid, Emily (KGBX) WAC
Schuster, Emmett (KXOK) CG
Seat, Robert (KXOK) Pvt.—A
Sherman, W. C. (KMOX) Lt.—A
Shock, Paul (KMOX) Lt. (jg)—N
Siman, Eli (KGBX) N
Simmons, James (KGBX) N
Slattery, Bart (WIL) Lt.—N
Slattery, William (WIL) Lt.—M
Smith, Bob (WHB) N
Smith, Clark (KMBC) Capt.—A
Smith, Howard (KMBC) N
Smith, Lloyd (KWK) Lt. (jg)—N
Smith, Roscoe (WMBH) Sgt.—A
Smith, U. S. (KHMO) AC—N
Solomon, Myrl (KRFU) Ens.—N
Stadler, T. M. (KHMO) N
Stepp, Carl (KRFU) Y2/C—N
Tatham, Val (KMBC) Pvt.—A
Tendone, Joe (KMOX) S/Sgt.—A
Tong, Marvin (KGBX) A
Turner, Martin (WMBH) RM2/C—MS
Vandeventer, Milton (KMOX) S1/C—
Voss, Harvey (KMOX) Pvt.—A
Welden, James (KRFU) Lt.—A
White, Robert (KGBX) A
Whitney, Ernest (WHB) A
Wilkinson, Landis (KXOK) AC—A
Williams, Walter H. (KCMO)
Willis, M. A. (KMOX) Lt.—A
Willis, Vic (KMBC) Pvt.—A
Wilson, Woody (KMBC) Capt.—A
Wiseman, James (KMOX)
Wolfe, Edward (WIL) Sgt.—M
Woodruff, Wilbur (KGBX) Pvt.—M
Woolsey, F. W. (KXOK) Pvt.—A
Wright, James (WMBH) AC—A
Yawitz, Sidney (KMOX) ARC
Young, L. McComas (KMOX) Lt. Col.—

## MONTANA

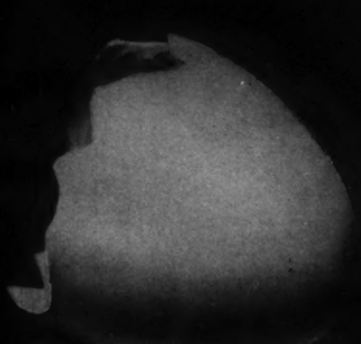
Bader, Hugh (KGVO) Pvt.—A
Belcher, Rod (KGVO) Pvt.—A
Blanchette, W. C. (KGVO) Sgt.—A
Bryan, Raymond (KRBM) Pvt.—A
Bunker, Gene (KGCX) Pvt.—A
Butcher, Frederic (KRBM) Pvt.—A
Cooney, E. E. (KGHL) Ens.—N
Dixon, Marion (KGVO) Cpl.—A
Flashman, Harvey (KGHL) Cpl.—A
Goodover, Pat (KGIR) AC—A
Hatveldt, E. E. (KGHL) S/Sgt.—A
Hayton, Robert (KGVO) Pvt.—A
Johns, E. W. (KGHL) Lt.—N
Livesay, George (KGVO) AC—N
Luedke, Charles (KGVO) Lt.—A
Manning, Jim (KGIR) PFC.—A
Martin, Bob (KGIR) Lt. Com.—N
McCutcheon, Donald (KPFA) Pvt.—A
Nicholas, Jack (KGIR) Maj.—A
Price, Clenton (KGIR) PFC.—A
Schmitz, Fred (KGCX) N
Smith, Bob (KGIR) N
Smith, Paul (KGHL) Lt.—A
Sterling, Leslie (KRBM) MS
Strothman, W. J. (KGVO) S2/C—N
Young, Robert (KGVO) Capt.—A

## NEBRASKA

Abarr, Leland (KHAS) A
Allison, Duane (KHAS) A
Amsden, Don (KOIL) Lt.—A
Bader, Hugh (KBON) AC—A
Baker, Frank (WOW) Sgt.—A
Baker, Harold (WOW) Ens.—N
Baldwin, Bill (KORN) PFC.—A
Baumann, Jay (WJAG) Pvt.—A
Brainard, Warren (KFOR) Lt.—M
Bristowe, Henry (WOW) Pvt.—A
Brown, Leonard (KGFW) A
Bruna, John (KFAB) Cpl.—A
Burden, Grant (KOIL) Lt.—A
Butler, Edward (WOW) S1/C—N
Clark, James (WOW) Sgt.—A
Conley, Herbert (WOW) Cpl.—A
Cox, Leslie (KGFW) CG
Cummings, David (KFOR) Cpl.—A
Deines, Norval (KMMJ)
Dunbar, B. L. (WOW) Ens.—N
Dunkle, Robert (KMMJ)
Ebener, Fred (WOW) Lt.—A
Elsheimer, Bill (KOIL) Sgt.—A
Englund, Merle (WOW) AC—N
Enis, John (KOIL) Ens.—CG
Farlee, James (WOW) Lt.—A
Farris, James (KBON) CG
Flanery, Mike (KOIL) A
Gellatly, Jack (KFAB) A
Gloystein, Elroy (KMMJ)
Goodenkauf, Arley (KFAB) A
Hamacher, Horace (WOW) Y2/C—
Hansen, Robert (WJAG) Pvt.—A
Hardy, Harold (KGFW) A
Harris, John (KOIL) Lt.—A
Haskell, George (KFAB) A
Hatch, E. A. (WOW) Lt.—A
Holshouser, Howard (KOIL) Lt.—A
Hoppens, Ken (KBON) A
Howell, Robert (KMMJ)
Hutton, William (KFAB) A
Jurgenson, Rex (KMMJ)
Kelpe, Henry (KOIL) OC—A
Kennedy, Art (KGFW) A
Knudsen, John (KBON) Sgt.—A
Koenigstein, Gloria (WJAG) WAC
Kozak, Raymond (KMMJ)
Larimer, Don (KFOR) N

(Continued on page 58)

# PA laid an egg . . . A GOLDEN EGG . . .



## *and hatched it too!*

*But news innovations for radio are a habit with us.*

*We created more than just a stir when we produced the first regular 24-hour radio news wire . . . now complete with news summaries every hour . . . real radio features in script form . . . and a dozen other departures that have simplified the handling of news and have made AP news tops for radio.*

*Then we produced our golden egg.*

*It was an idea embodying SERVICE . . . Service to Affiliated Stations . . . service that begins where the news wire leaves off.*

*Well, we pampered it and coaxed it and finally it cracked open. Since then Service to Affiliated Stations has been tumbling out.*

*The latest is a series of 19 individual "presentations"*
*to assist our stations in the sale of AP Telescript features*
*. . . selling aids that help stations.*
*Still other services will be inaugurated during 1944*
*because Service to Affiliated Stations now*
*is a definite part of our year-round job.*

*and that's our golden egg . . . Hatched!*

PA THE PACEMAKER

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Larson, Donald (WOW) Pvt.—A
Loose, W. G. (WOW) Sgt.—A
Lowman, Jim (KOIL) Lt.—A
Lukesh, Emanuel (KMMJ)
Lukesh, Johnny (KMMJ)
McGaffin, James (WOW) S/Sgt.—A
Mehl, Don (KBON) Pvt.—A
Mesmer, William (KFOR) M
Mitchell, Gilbert (KMMJ)
Monaghan, William (WOW) Pvt.—A
Morgan, Ed (KBON) Pvt.—A
Neble, Bud (KOIL) Y2/C—CG
Nicoll, Angus (KFOR) A
Olson, Kenneth (KFAB) Ens.—N
Oye, Clarence (KHAS) N
Pappas, Rola (KFAB) WAVES
Peck, Richard (WOW) Pvt.—A
Peterson, Howard (WOW) Maj.—A
Rankin, David (KFOR) Capt.—A
Rippen, Glenn (KMMJ)
Roberts, David (KGFW) CG
Rodabaugh, Emery (KMMJ)
Romberg, Robert (KFOR) AC—N
Rugh, Vic (KOIL) Cpl.—A
Schwartz, C. W. (KFAB) T/Sgt.—A
Seier, Eugene (KMMJ)
Semke, Elton (KFAB) AC—N
Sick, Kurt (KOIL) S/Sgt.—A
Stedry, Vernon (WJAG) PFC.—A
Taylor, O. Raymond (KMMJ)
Thomas, Robert (WJAG) Lt.—A
Twyman, Harvey (KOIL) AS—CG
Uhri, Gordon (KFOR) AC—A
Underkofler, Harlon (KFOR) Lt.—N
Werner, Brendan (KOIL) Lt.—M
Wood, Boyd (WJAG) Pvt.—A
Wozniak, Dan (KORN) Pvt.—A
Yarnall, Dick (KMMJ)
Yordy, Richard (KFAB) N

## NEVADA

Kees, Hewitt (KOH) Pvt.—A
Snyder, Merle (KOH) Ens.—N

## NEW HAMPSHIRE

Aiken, Paul (WLNH) Cpl.—A
Altshuler, Robert (WKNE) Pvt.—A
Altshuler, William (WKNE) Cpl.—A
Barnett, Paul (WLNH) WO—A
Bingley, Ernest (WMUR) N
Borden, Phyllis (WMUR) M
Boss, Keith (WHEB) A
Bradley, Bill (WMUR) A
Clay, Linwood (WLNH) Lt.—A
Drevitson, Roy (WLNH) Pvt.—A
Dutton, John (WLNH) RM2/C—N
Flynn, Paul (WFEA) Lt.—A
Fundlay, Robert (WFEA) N
Gunther, Martin (WHEB) A
Handfield, Harry (WMUR) A
Hayes, William (WMUR) A
Israel, Louis (WLNH) Sgt.—A
Kidder, Frederick (WKNE) PFC.—A
Kordelewski, Andrew (WLNH)PFC.—M
Lane, John (WMUR) N
Lapointe, Armand (WMUR) A
Ledoux, Wilfred (WKNE) Pvt.—A
Lilja, Ed (WHEB) A
McDevvitt, Leo (WFEA) A
Paul, Norman (WMUR) A
Savage, Leonard (WKNE) A
Vacarro, Tony (WHEB) A
Wade, Osborne (WKNE) N
Webber, Frederick (WMUR) N
Weiner, Harold (WKNE) PFC.—A

## NEW JERSEY

Albanese, Rocco (WHOM) A
Alvarez, Edward (WHOM) Cpl.—A
Bernard, Paul (WBAB) Pvt.—A
Blake, Joel (WPAT) Cpl.—A
Brent, Ralf (WFPG) Lt.—A
Brook, Allan (WFPG) Lt.—A
Capotosto, Albert (WBAB) Lt.—A
Cosman, James (WPAT) Lt.—N
Costantino, Ralph (WHOM) Pvt.—A
Costello, Andrew (WPAT) A
D'Giacinto, Louis (WBAB) Lt.—A
Durand, Thomson (WTTM) Pvt.—A
Elmes, Eugene (WFPG) A
Gaylor, Bernard (WPAT) PFC.—A
Godfrey, Paul (WBAB) Sgt.—A
Golenbowski, Andrew (WHOM) Lt.—A
Good, George (WTNJ) PFC.—A
Hackett, Neil (WPAT) A
Hershey, Charles (WFPG) Capt.—A
Hunter, William (WPAT) PFC.—A
Jaspan, Elmer (WTTM) Pvt.—M
Klatzkin, Robert (WTTM) Pvt.—A
Kosowicz, Edward (WHOM) Sgt.—A
Kosut, Harold (WPAT) A
Kramer, Alden (WBAB) Sgt.—A
Lanning, Eugene (WSNJ) Capt.—A
Latimer, Thomas (WFPG) Ens.—N
Leppert, Robert (WCAP) PFC.—A
Lewis, Bob (WFPG) Lt.—A
MacAllister, Augustus (WCAP) Lt.—A
Maguire, Walter (WCAM) PFC.—A
Maley, Wayne (WBAB) Sgt.—A
March, Mill (WFPG) A
Marks, Louis (WHOM) A
Martin, Paul (WBAB) Sgt.—A
Mayhew, A. W. (WCAP) PFC.—A
McKinney, Byron (WPAT) Ens.—N
Mislan, John (WTTM) Pvt.—A
Nagorka, Henry (WHOM) Lt.—A
Perry, David (WPAT) Pvt.—A
Quaranto, Salvatore (WHOM) Pvt.—A
Raymond, Arthur (WPAT) Cpl.—A
Reed, Roland (WTNJ) Sgt.—M
Rhine, F. Wayne (WPAT) Lt.—A
Schehing, Karl (WSNJ) PFC.—A
Silver, Ralph (WPAT) Cpl.—A
Sperber, Harry (WHOM) Lt.—A
Stern, Benjamin (WHOM) Pvt.—A
Sunderland, Chester (WTTM) Pvt.—A
Tucker, Edwin (WCAM) Capt.—A
Urban, David (WTNJ) Pvt.—A
Witanowski, Edward (WHOM) S/Sgt.—A
Wood, Fred (WSNJ) Lt.—N

## NEW MEXICO

Becker, Harry (KGGM) A
Colley, Eugene (KAVE) F/O—A
Cox, Paul W. (KAVE) Ens.—N
Donnelly, Jack (KGGM) N
Dryden, Bob (KTNM) A
Duke, Kenneth (KGGM) A
Garcia, Arthur (KGGM) N
Gurley, Jack (KGGM) N
Hash, Frank (KOB) Pvt.—A
King, Hal (KGGM) Pvt.—A
Kirk, John (KOB) Lt.—A
Lendy, Julian (KFUN) Cpl.—A
Nielson, Rolf (KOB) Capt.—A
Peterson, Jack (KAVE) AS—N
Pitchford, Louis (KAVE) Ens.—N
Pollock, Lee (KAVE) Sgt.—A
Rhinehart, Allen (KGGM) N
Shackelford, Bob (KAVE) AS—N
Schifani, Emmanuel (KGGM) Capt.—A
Schifani, Ted (KGGM) Cpl.—A
Segal, David (KGGM) Pvt.—A
Sherman, Orville (KOB) Sgt.—A
Shurman, Eddie (KOB) PFC.—A
Sims, Cecil (KAVE) Sgt.—A
Thorne, George (KOB) Cpl.—A
Van Driel, Bob (KGGM) Sgt.—A
Wailes, Phillip (KAVE) AS—N

## NEW YORK

Able, James (WALL) Sgt.—A
Adams, Burton (NBC) N
Adams, Harry (WWNY) N
Adams, Samuel (WOR) PFC.—A
Adamson, Edward (CBS) Sgt.—A
Alderman, Gordon (WAGE) Cpl.—A
Alexander, Clarence (NBC) Capt.—A
Alexander, Paul (NBC) A
Allen, Leonard (NBC) Cpl.—A
Allen, Victor (NBC) Sgt.—A
Ambler, William ((NBC) RM3/C—N
Anagnos, A. J. (NBC) Pvt.—A
Anderson, A. E. (NBC) RT1/C—N
Anderson, Donald (WFBL) Cpl.—A
Anderson, George (CBS)
Anderson, John (CBS) Sgt.—A
Anderson, John (NBC) A
Anderson, Walter (NBC) Cpl.—A
Anderson, William (CBS) Pvt.—A
Andreoli, Donald (CBS)
Andres, Fred (CBS)
Andrews, George (NBC) Lt.—A
Andrews, James (CBS) AC—A
Andrews, Robert (NBC) N
Anspacher, J. M. (WOR) Lt.—A
Arber, John (NBC) T/Sgt.—A
Ardner, Robert (WAGE) Cpl.—A
Armstrong, Robert (WBEN) Pvt.—A
Armstrong, Robert (NBC) Pvt.—A
Arnold, Don (WGNY) Cpl.—A
Arnold, James (CBS)
Atherton, Jack (WHDL) Cpl.—A
Atkin, E. A. (NBC) A
Atkinson, Frank (BLUE) Lt.—A
Auberjonois, Fernand (NBC) A
Aylward, John (WABC)
Bach, Robert (WMCA)
Bailey, George (NBC) PFC.—A
Bailey, Lawrence (WBEN) WO—N
Bailey, Walter (CBS) Sgt.—A
Balber, Amnon (WNYC) MS
Baldwin, Robert (NBC) T/Sgt.—A
Bamman, Charles (CBS) Pvt.—A
Banta, Edward (BLUE) Cpl.—A
Barbieri, Theodore (CBS)
Barends, Edward (WABY) Lt.—A
Baricak, Thomas (NBC) Pvt.—A
Barker, L. M. (NBC) Lt.—A
Barkey, Robert (WOR) PFC.—A
Barnes, Harold (NBC) Lt.—A
Barnes, Howard (CBS) Lt.—N
Barr, Fred (WWRL) Pvt.—A
Bartell, Melvin (WHAM) Lt.—A
Bartholomew, George (CBS) Lt.—N
Barton, Francis (CBS) Cpl.—A
Barton, Thomas (CBS) PFC.—A
Bartz, Hiram (NBC) Pvt.—A
Bary, Victor (NBC) Ens.—N
Barzilay, Robert (WQXR) Pvt.—A
Bass, Harold (NBC) Capt.—A
Bates, John C. (CBS)
Bauer, Joe (CBS)
Bauer, Rudolph (BLUE) Lt.—N
Beach, James (CBS) Pvt.—A
Beaudoin, Raymond (CBS)
Becker, Frederick (NBC) Lt.—A
Bedell, Jerome (NBC) Pvt.—M
Beier, Carl (CBS) Pvt.—A
Bellittera, Robert (WHAM) PFC.—A
Bender, Richard (BLUE) Cpl.—A
Bendick, Robert (WABC) Lt.—A
Bennett, Spencer (WIBX) Lt.—A
Bennett, William (CBS)
Benson, George (BLUE) Lt. (jg)—N
Benzinger, Charles (CBS) Pvt.—A
Bergere, Sidney (WABC) Capt.—A
Bergmann, Theodore (NBC) Lt.—A
Berhalter, Joseph (NBC) Capt.—A
Bertero, Edward (NBC) Ens.—N
Beville, H. M. (NBC) Capt.—A
Bevis, Charles (NBC) Lt. (jg)—N
Bielli, Angelo (NBC) Pvt.—A
Billhart, Stuart (NBC) Lt.—A
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Bingham, George (WGNY) Cpl.—A
Binnie, Alexander (CBS) Pvt.—A
Black, Percival (NBC) Lt. (jg)—N
Black, Robin (CBS) N
Black, Roy (WEBR) Lt.—N
Blackwell, Frederick (CBS)
Blackwell, H. L. (CBS) Ens.—N
Blake, Robert (WOR) Sgt.—A
Bleyer, Robert (CBS) AC—A
Bliss, Homer (WHAM) Lt.—A
Bloxham, William (CBS) Lt.—A
Blum, Edwin (NBC) MS
Bode, William (CBS) PFC.—A
Bodler, Edward (CBS) Cpl.—A
Bodner, Philip (WMCA)
Bogert, Donald (NBC) S/Sgt.—A
Bolender, Richard (WTRY) PFC.—A
Bolley, Leo (WFBL) Capt.—A
Bonardi, Peter (NBC) PFC.—M
Booth, Philip (CBS) F/O—A
Borden, Liscom (WWNY) Ens.—N
Borsodi, Victor (NBC) Pvt.—A
Bosley, Lyle (WOKO) Sgt.—A
Bottume, Carl (NBC) Lt. (jg)—N
Bowen, Fred (WIBX) AC—A
Bowen, Roger (WIBX) Pvt.—A
Bowen, Scott (WIBX) Sgt.—A
Bowser, Ernest (WMCA)
Boyers, Edwin (CBS) Pvt.—A
Braden, Tom (WOR) Lt.—A
Bralkin, M. (CBS)
Brandt, Otto (BLUE) AC—A
Braverman, Jack (WNYC) MS
Brazee, George (WOR) Lt.—A
Brennan, Henry (CBS) Pvt.—A
Brewer, Ruth (WHAM) WAVES
Brickhouse, J. N. (WOR) S2/C—N
Brink, Bernard (CBS) RT2/C—N
Broadhurst, Edward (NBC) PFC.—A
Brochu, John (CBS) N
Broderick, William (NBC) N
Brodhead, Calvin (BLUE) Pvt.—A
Brody, Clark (CBS)
Broner, Julius (WOR) N
Brophy, William (CBS)
Brown, Edward (NBC) Pvt.—A
Brown, Harry (WINS) CG
Brown, Walter (BLUE) Lt.—A
Brown, Walter R. (NBC) Capt.—A
Brown, William (CBS)
Browne, George (CBS)
Bryan, George (CBS) Lt.—A
Boucher, R. A. (NBC) WO—A
Boylan, J. M. (NBC) Lt.—A
Bradley, G. F. (NBC) ARM3/C—N
Branagan, J. P. (NBC) Pvt.—A
Breitbard, William (NBC) A
Bryant, H. L. (WOR) RT2/C—N
Buckley, Donald (WINS) A
Buckridge, Byron (NBC) A
Buhrman, Burt (CBS)
Buman, Wallace (WNBF)
Burger, Chester (CBS) Sgt.—A
Burger, Joseph (NBC) Lt.—A
Burgess, Joseph (CBS) Maj.—A
Burns, Edward (WGNY) Sgt.—A
Burns, Frank (NBC) Lt.—N
Burnside, William (WABC) AC—A
Burrell, John E. (NBC) Lt.—N
Burt, Donald (WBTA) PFC.—A
Busch, Ben (NBC) Sgt.—A
Buschgen, W. B. (NBC) Lt.—A
Butler, Franklin (NBC) Ens.—N
Button, Robert (NBC) Capt.—A
Byfield, Ernest (NBC) Lt.—A
Byrne, Robert (CBS)
Cahill, Matthew (CBS) MM2/C—N
Calhoun, Thomas (CBS) Ens.—N
Callahan, Gerald (NBC) A
Callahan, W. H. (NBC) S/Sgt.—A
Callas, Charles (CBS) Cpl.—A
Callender, Alexander (CBS) Pvt.—A
Campbell, Michael (CBS) Lt.—A
Campbell, Victor (WGY) Pvt.—A
Campbell, William (CBS) Pvt.—A
Candido, Albert (CBS) N
Cann, Howard (BLUE) Lt.—A
Cannon, Andrew (CBS) Lt.—A
Canosa, Nicholas (WMCA)
Capobianco, Ernest (CBS) Pvt.—A
Card, William (WMCA)
Carmichael, Cecil (NBC) A
Carneol, Jess (WMCA)
Carroll, Edward (BLUE) Ens.—N
Carroll, Ray (WBYN)
Carson, W. S. (NBC) Lt.—N
Carey, Lee (CBS)
Carnell, John (WGY) A
Caselli, Vincent (NBC) S/Sgt.—M
Cash, Norman (NBC) Pvt.—A
Cassidy, John (CBS) Lt.—A
Castrignano, R. A. (CBS) Lt.—A
Celantano, John (WHEC) Pvt.—A
Centola, Gregory (WMCA)
Chamberlin, A. B. (CBS) Comdr.—N
Chambers, Fred (NBC) M/Sgt.—A
Chan, Gus (WWRL) Lt.—A
Chandler, Barron (NBC) Lt.—N
Chapin, J. G. (NBC) N
Chapin, S. G. (NBC) AC—A
Chapin, Waldo (CBS) Sgt.—A
Chieff, Paul (CBS)
Chipp, Rodney (NBC) Lt.—N
Chismark, Albert (WTRY) Lt. (jg)—N
Chocona, Marcus (WFBL) S/Sgt.—M
Christiansen, Niels (CBS)
Christie, Aloysius (CBS) Pvt.—A
Christie, James (NBC) Ens.—N
Ciaraldi, A. F. (WHAM) 1st Sgt.—A
Cimberg, Theodora (CBS)
Ciummings, M. M. (WGY) N
Clark, Richard (BLUE) Sgt.—A
Cleanthes, Robert (CBS)
Cleeland, David (NBC) Lt.—N
Clonen, William (CBS) Pvt.—A
Close, William (CBS) OC—A
Cody, James (NBC) Pvt.—A
Cohen, Harvey (WQXR) Lt —A
Cole, Marvin (WINS) A
Cole, William (WNBF)
Coleman, Clayton (WNBF)
Coleman, J. V. (NBC) Lt.—M
Collins, John (CBS) CG
Collins, Lefroy (WOR) Pvt.—A
Colville, Robert (WTRY) S/Sgt.—A
Commins, William (CBS) Pvt.—A
Conlon, John (CBS)
Conn, Joseph (NBC) Lt.—N
Connolly, Francis (NBC) Lt.—A
Connor, James (NBC) Cpl.—A
Conway, Gerald (WOR) Cpl.—A
Cooley, William (BLUE) Pvt.—M
Corday, Theodore (NBC) A
Cormier, Alcide (NBC) A
Corrigan, Walter (CBS)
Costello, Vincent (CBS) RT3/C—N
Courtney, William (CBS) Cpl.—A
Cousey, Edwin (CBS) Lt.—A
Cowden, Jack (CBS) Pvt.—A
Cowing, Ford (WHEC) Lt.—A
Coyle, David (CBS) MS
Crane, Charles (NBC) RT1/C—N
Crane, Richard (WABC)
Crenshaw, Albert (NBC) N
Crist, Charles (WGNY) Pvt.—A
Crotty, A. Burke (NBC) Pvt.—A
Cuddihy, P. R. (NBC) Pvt.—A
Cumins, Jerome (CBS)
Cummings, M. B. (WINS) A
Curtin, Edwin (NBC) Maj.—A
Curtin, James (CBS) PFC.—A
Curtis, John (NBC) Lt.—A
Curtis, William (CBS) MS
Cusamano, John (NBC) Cpl.—A
Dallas, George (WNBF)
Dank, Mortimer (CBS) Lt.—A
Danzig, Frank (CBS) Lt.—A
Danzig, Jerry (WOR) Lt.—N
Davidson, Charles (WOR) Lt.—A
Davis, Jack (WMCA)
Davis, J. L. (NBC) Lt.—A
Davis, William (NBC) Lt.—A
Dawkins, Colin (WABC)
Day, George (NBC) Lt.—French Army
Debaun, James (NBC) Lt.—N
Debaun, Stephen (NBC) Lt.—A
Decicco, A. C. (NBC) Pvt.—A
DeCroisset, Philip (CBS)
Deegan, Richard (NBC) N
DeGraff, Dale (CBS) Ens.—N
Dehuff, Thomas (NBC) A
DeLaney, Robert (WFBL) Pvt.—A
Delaney, Thomas (WWRL) Cpl.—A
DeLaet, Alberic (WFAS) Lt.—A
Dennis, Seth (BLUE) Lt.—A
Dennison, Robert (NBC) CG
Denu, Ralph (CBS) N
DeRaismes, Richard (NBC) Lt.—A
Derry, Ellis (CBS) Lt.—A
Deutsch, Doris (WOR) WAC
Deutsch, Emery (CBS)
Dewing, Charles (WINS)
Dickson, Charles (NBC) Capt.—A
Dickson, Francis (CBS)
Dietrich, Vladimir (BLUE) AC—A
Dill, Clive (WBTA) Pvt.—A
Dillon, John (NBC) A
DiMatteo, Thomas (BLUE) S/Sgt.—A
Diskin, Marshall (CBS) S/Sgt.—A
Disque, Brice (NBC) Maj.—A
Dixon, Lincoln (NBC) T/Sgt.—A
Dodge, Frank (CBS) Sgt.—A
Dombroski, Frank (NBC) Pvt.—A
Donnelly, Francis (NBC) Cpl.—A
Donnelly, James (NBC) Lt.—A
Doran, Raymond (CBS)
Dorschug, Harold (WABC) Ens.—N
Doty, Clarence (BLUE) Lt. (jg)—N
Dow, Clayton (WABC) Capt.—A
Downes, Edward (W67NY)
Drew, George (CBS) Lt.—N
Dunlavey, Ronald (WFBL) PFC.—A
Dunn, Arthur (CBS)
Dunn, Ashton (NBC) Maj.—A
Dunne, Richard (BLUE) Pvt.—A
Dunne, Thomas (CBS) PFC.—A
Dunning, E. R. (WINS) N
Dyke, Kenneth R. (NBC) Maj.—A
Easton, Alex (WKNY) A
Eberhardt, Bernard (NBC) Lt.—A
Edge, Robert (CBS) Lt.—CG
Eckman, William (WJTN) Lt.—A
Edelstein, Harold (WMCA)
Edington, Thomas (NBC) A
Edwards, Maurice (CBS) Sgt.—A
Ehrenreich, Dan (WOR) Lt.—A
Ehrgott, Walter (NBC) Cpl.—A
Ehrich, E. P. (NBC) Lt.—N
Eigen, Jack (WMCA)
Eisenbach, Robert (NBC) Sgt.—A
Eisenberg, Nat (WMCA)
Eitelbach, Howard (NBC) Lt.—A
Eliscu, William (NBC) Sgt.—A
Ellsworth, Kenneth (NBC) Lt.—A
Emmerich, L. A. (NBC) Pvt.—A
English, Randolph (WTRY) Cpl.—A
Ensign, Powell (NBC) Lt.—N
Ent, Orville (CBS)
Entis, Erwin (CBS)
Entis, Jerome (CBS)
Enton, David (CBS)
Essex, Harold (CBS) N
Evans, George (NBC) A
Evans, Robert (CBS) Pvt.—A
Everett, Charles (NBC) Lt.—N
Ewert, A. C. (NBC) Lt.—N
Falcone, Phillip (BLUE) Lt.—A
Falconer, Robert (BLUE) N
Farrington, W. T. (NBC) Pvt.—A
Fates, Gilbert (CBS) CG
Fay, Richard (CBS) RT2/C—N
Feeney, Harry (CBS) Pvt.—A
Fees, F. Kenneth (NBC) Capt.—A
Feibel, Fred (CBS) Pvt.—A
Felmly, W. S. (NBC) Y3/C—N
Fenstermaker, D. R. (NBC) N
Fenton, Ward (WBEN) Sgt.—A
Ferguson, Austin (CBS)
Ferguson, Gerald (NBC) Ens.—N
Ferrer, Elizabeth (CBS) WAVES
Ferris, James (CBS) PFC.—A
Feuerstein, Raymond (NBC) Lt.—A
Fiedel, Sam (CBS) (CDD)
Field, Richard (CBS) Cpl.—A
Fill, John (WATN) A
Fine, Robert (NBC) Cpl.—A
Fiorini, Emilio (CBS)
Fischer, Theodore (WIBX) RM1/C—N
Fisher, George (BLUE) Ens.—N
Firenze, Paul (WSYR) Cpl.—A
Fitzgerald, Roland (CBS) Capt.—A
Fitzpatrick, E. B. (WHDL) Lt.-Col.—A
Flanagan, Alvin (WOR) Pvt.—A
Flanagan, Thomas (CBS) Lt.—N
Fleischl, Mortimer (WMCA)
Flood, George (NBC) A
Flood, H. V. (NBC) Lt.—A
Florance, Herbert (NBC) N
Flynn, Gerald (WBTA) Ens.—N
Flynn, John (BLUE) S/Sgt.—A
Folkerts, H. F. (NBC) Lt.—N
Ford, Martin (NBC) Pvt.—A
Foss, Cliff (WOR) Lt.—A
Foster, Alwin (BLUE) Lt. (jg)—N
Foster, Michael (CBS) Lt.—A
Fox, Jerome (CBS) Cpl.—A
Frankel, Stanley (CBS) Lt.—A
Fraser, C. M. (NBC) Pvt.—A
Frederick, W. B. (BLUE) Lt. (jg)—N
French, George H. (NBC) Cpl.—A
Frost, Donald (NBC) PFC.—A
Fry, George (BLUE) Capt.—M
Fuld, Bernard (WQXR) Lt.-Com.—N
Fuld, Stephen (CBS)
Furey, George (CBS)
Furlow, Albert (NBC) T/Sgt.—A
Gailenkirchen, J. (WFAS) Pvt.—A
Gaines, David (CBS) Cpl.—A
Gajkowski, Adam (NBC) Sgt.—A
Galione, Vincent (WMCA)
Galione, William (WABC) PFC.—A
Gallodaro, Frank (WINS) A
Gamble, Edmund (WBTA) Lt.-Com.—N
Gangle, William (NBC) Lt.—A
Gannon, Harvey (NBC) Lt. (jg)—N
Gannon, Thomas (NBC) Cpl.—A
Garden, William (NBC) Lt.—A
Garey, John (NBC) Lt.—A
Gartland, William (NBC) S/Sgt.—A
Geib, William (CBS)
Geisel, David (BLUE) N
Gerber, T. W. (NBC) Pvt.—A
Gerrity, Jimmie (WBTA) Cpl.—A
Gershman, Nathan (CBS) PFC.—A
Geruldson, John (WOR) Lt.—A
Gibberman, Albert (WEVD)
Gibson, Lloyd (WHDL) Sgt.—A
Gilbert, Dunham (WABC) Lt.—N
Gibson, Robert (CBS) Sgt.—A
Giebelhaus, W. E. (NBC) Ens.—N
Gierasch, Edward (CBS) OC—A
Gilbert, David (BLUE) A
Gillespie, Waring (WMCA)
Gillis, James (NBC) Pvt.—A
Gilman, Albert (WMCA)
Givens, William (WENY) Cpl.—M
Glaeser, Harry (CBS) Capt.—A
Gnaedinger, A. (NBC) Lt. (jg)—N
Goble, James (NBC) Sgt.—A
Goggin, Richard (WABC) Ens.—CG
Gold, Julian (CBS) Capt.—M
Gold, Sanford (CBS)
Golden, William (CBS) Pvt.—A
Goldman, Robert (CBS)
Goldman, Simon (WJTN) Pvt.—A
Gondek, Raymond (WHAM) Pvt.—A
Gorn, Theodore (WOKO) Lt.—A
Gove, Elliott (WSYR) Lt.—A
Gratz, Joe (CBS) Lt.—A
Gray, Gilson (CBS) A
Gray, Norman (WBEN) Cpl.—A
Gray, Norman (NBC) Capt.—A
Green, George (NBC) Pvt.—A
Green, W. S. (WABC) Cpl.—A
Green, Raymond (NBC) A
Greene, Carleton (WBEN) WO—N
Greene, John (NBC) Lt.—A
Greenhouse, Bernard (CBS) N
Grelck, Harry (NBC) Ens.—N
Grey, Milton (WEVD)
Griffin, Charles (CBS) AC—A
Griffin, Clifford (CBS)
Griffiths, James (CBS) Cpl.—A
Grohs, Ed (WOR) Capt.—A
Gross, Walter (CBS) Pvt.—A
Groudnwater, Robert (WGY) Ens.—N
Gumbinner, Lawrence (BLUE) Pvt.—A
Gurin, Herman (NBC) Lt.—N
Guthrie, R. J. (NBC) Cpl.—A
Hackett, George (WBTA) Lt.—A
Hadley, Paul (WWNY) N
Hagerth, Birger (NBC) A
Haglund, Richard (CBS) Lt.—N
Hagopian, Jack (WIBX) AC—A
Hahn, William (BLUE) Lt.—A
Hale, Don (WOR) Ens.—N
Hale, Thomas (WFBL) Lt.-Com.—N
Hall, Lou (WMCA)
Hall, Roy (BLUE) F/O—A
Hallmann, Donald (NBC) Sgt.—A
Haly, James (CBS)
Hamilton, Arthur (NBC) Lt.—M
Hamilton, Harry (CBS) N
Hancock, Orrell (CBS) Lt.—A
Handford, John (CBS) Cpl.—A
Handke, Albert (WINS) N
Harder, Earl (NBC) N
Harding, Kenneth (CBS) N
Harer, William (NBC) CPO—N
Hargreaves, Bernard (WENY) Cpl.—A
Hargreaves, John (NBC) A

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# THE BIG 3

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Harrington, William (NBC) N
Harris, Murry (NBC) Lt.(jg)—N
Harris, Stanley (CBS) PFC.—A
Harrison, Spencer (CBS) Pvt.—A
Harrison, Walter (WHAM) N
Harten, Francis (CBS)
Hartley, Charles (WNYC) Lt.—A
Hartman, LeRoy (WENY) Sgt.—A
Hartnett, Philip (NBC) Maj.—A
Harvey, Chester (CBS)
Hasenheyer, Raymond (WFBL) PFC.—A
Hatfield, Lester (WABC) Lt.—N
Hawkins, Ewing (WNBF) Lt.—M
Haynes, Joseph (CBS) Pvt.—M
Hayes, John (WOR) Capt.—A
Hayward, George (WABC) Pvt.—A
Hazard, Eldon (CBS) Lt.—A
Hazard, Rowland (NBC) Lt.—A
Healey, James (WEBR) Cpl.—A
Heaney, William (NBC) RM1/C—N
Heaphy, J. David (NBC) AC—A
Hearon, Walter (CBS) Cpl.—A
Hedquist, Carl (WHEC) Pvt.—A
Heffernan, Joseph (BLUE) Lt.—N
Heinzman, Gail (WBEN) Cpl.—A
Heisler, Paul (WOKO) N
Heithoff, Robert (CBS) AC—A
Helfer, George (WOR) Lt.-Com.—N
Helffrich, S. (NBC) PhM3/C—N
Henderson, Allan (NBC) Lt.—A
Henderson, Robert (NBC) N
Hennessey, W. J. (CBS) Pvt.—A
Hennessy, Harry (WHCU) PFC.—A
Henrich, George (NBC) PFC.—A
Hergenhahn, Paul (NBC) Pvt.—A
Herndon, Charles (CBS)
Herrick, Sherburne (WOKO) Ens.—N
Hertle, Charles (CBS) S/Sgt.—A
Hertzel, Garson (WWRL) Lt.—A
Hervey, Walter (BLUE) Pvt.—A
Hess, Floyd (WBTA) Sgt.—A
Hetherington, J. F. (CBS) Sgt.—A
Hickey, Thomas (WBEN) N
Higgens, George (CBS) N
Higgins, Marie (NBC) WAC
Hill, Charles (NBC) Cpl.—A
Hill, Pat (WBEN) PFC.—A
Hirschfield, Harold (NBC) Lt.—A
Hitchcock, D. E. (WWNY) S/Sgt.—A
Hoade, Martin (NBC) Lt.—A
Hoagland, John (BLUE) Lt.—A
Hoar, John (CBS) Cpl.—A
Hoffman, Albert (WOR) Lt.—A
Hoffman, Norman (WHCU) Lt.—A
Hoffman, Robert (NBC) A
Hoffman, Vincent (WMCA)
Hoffmann, William (NBC) Cpl.—A
Hoflund, Robert (CBS)
Hogan, James (WFBL) Sgt..—A
Hole, Leonard (CBS) Lt.—N
Holgers, Carl (CBS) Pvt.—A
Hollander, Bernard (CBS) Ens.—N
Holmes, Joseph (CBS) Sgt.—A
Holmes, Lester (WABC) Capt..—M
Holt, Robert (NBC) Pvt.—A
Holtz, Vincent (CBS) Pvt.—A
Holzsager, A. (WWRL) S2/C—N
Hopkins, Irving (CBS) Pvt.—A
Horan, Thomas (CBS) AC—A
Howard, Henry (CBS) Ens.—N
Howe, Virginia (WNBF) WAC
Huether, George (WABC) Sgt.—A
Hughes, Judd (WNBF)
Hulse, Karl (WWNY) PFC.—A
Hults, Harry (WOKO) Cpl.—A
Hungerford, E. A. (NBC) Lt.—N
Husserl, Paul (NBC) Lt.—A
Hutchinson, P. J. (NBC) Pvt.—A
Hyde, Walter (BLUE) Sgt.—A
Hylan, W. H. (CBS) Sgt.—A
Ialberg, Howard (WAGE) Sgt.—A
Ickes, Donald (CBS) Sgt.—A
Imperial, Charles (BLUE) Pvt..—A
Inglehart, George (WWNY) AC—N
Jackson, Eugene (CBS) Pvt.—A
Jackson, Stevens (WMCA)
Jacobs, Edgar (WABC) Pvt.—A
Jahncke, Ernest (BLUE) Lt.Com.—N
James, Edgar (BLUE) Capt.—A
James, Herbert (CBS) Cpl.—A
James, Richard (WQXR) Pvt.—A
Janowsky, Ralph (WBEN) Lt.—A
Jarvis, Ted (WSLB) Lt.—A
Jean-Claude, Raymond (NBC) A
Jenkins, Joseph (NBC) Lt. (jg)—N
Jensen, Valdemar (WINS) A
Jetter, Claud (WMCA)
Johnson, John (WWNY) Sgt.—A
Johnson, Raymond (NBC) Sgt.—A
Johnson, Thomas (CBS) Cpl.—A
Johnson, William (NBC) Lt.—A
Johnstone, Clinton (CBS) Pvt.—A
Jones, Edward (WSYR) Sgt.—A
Jones, Lee (NBC) Lt.—A
Jones, Robert (BLUE) Ens.—N
Jones, Robert M. (NBC) AC—N
Jordan, Noel (NBC) Sgt.—A
Joseponis, Anthony (WABC) Cpl.—A
Julian, Lewis (BLUE) Lt.—A
Kalaidjian, Robert (CBS) Lt.—N
Kalligero, Val (NBC) Lt.—A
Kandrack George (WOR) A
Kane, J. A. (NBC) PFC.—A
Kaner, Walter (WLIB) A
Kantor, Martin (CBS)
Kanych, Stephen (NBC) Pvt.—A
Karmiller, Murry (WABC) Cpl.—A
Karpf, Jerome (WINS) A
Kastner, Alton (NBC) Ens.—N
Kaufman, Harold (WOR) AC—A
Kaufman, William (CBS) Lt.—A
Kaye, Anthony (WEBR) Cpl.—A
Keating Bernard (WIBX) Ens.—N

Keating, J. Ford (NBC) Lt.—A
Keating, John (CBS) Lt.—A
Keller, Fred (WBEN) OC—A
Kelley, James (WFBL) Lt.—A
Kelley, John (NBC) Ens.—N
Kelley, Ward (NBC) Lt.—A
Kelly, Charles (NBC) PFC.—M
Kelly, Earl (WWNY) Lt.—A
Kelly, William (NBC) PFC.—A
Kendall, Ralph (NBC) Capt.—A
Kennedy, Helen (CBS) SPARS
Kennedy, John (NBC) AC—A
Kent, Harold (CBS) PFC.—A
Kepner, Arch (WQXR) N
Kerner, Jack (CBS) Cpl.—A
Kerr, William (NBC) N
Kersta, Noran (NBC) Lt.—M
Kester, Gordon (WHAM) Ens.—N
Ketcham, Randolph (NBC) Pvt.—A
Kettler, Jacob (CBS) Lt.—N
Kibling, Charles (WOR) Maj.—A
Kimmel, Jack (CBS) AC—A
King, Franklin (WINS) A
King, R. S. (BLUE) PFC.—A
King, William (CBS) Sgt.—A
Kisner, Sidney (WOR) PFC.—A
Klein, Fred (CBS)
Klopman, John (NBC) AC—A
Knight, John (NBC) Lt. Com.—N
Knob, Richard (CBS)
Knudsen, Albert (BLUE) Cpl.—A
Kobak, Edgar (NBC) Cpl.—A
Koch, Robert (NBC) AC—A
Kohlasch, Robert (WABC)
Kolpin, George (CBS)
Koopman, John (CBS) Sgt.—A
Korbett, Charles (CBS) Sgt.—A
Korn, Bennet (WQXR) Pvt.—A
Kost, William (NBC) Maj.—A
Kramer, Stan (WALL) MS
Kruse, Theodore (NBC) Pvt.—A
Kuch, Herman (WQXR) Sgt.—A
Kuehnle, George (CBS) PFC.—A
Kuhn, C. B. (NBC) Pvt.—A
Kushner, Alexander (CBS) S/Sgt.—A
Kzenberg, Ivan (WBYN)
Lader, Lawrence (BLUE) Pvt.—A
Lafferty, Perry (CBS) Lt.—A
Laivo, Onnie (WGNY) Lt.—A
Lamprecht, Joseph (WFBL) Lt.—A
Landers, Thomas (CBS)
Landy, Michael (CBS)
Langham, Donald (WFBL) Lt.—A
Lannan, Patric (WBTA) A
Lape, Richard (WBEN) Lt.—A
Lappin, J. P. (NBC) MS
Lardner, Walter (WTRY) AC—A
Larrabee, S. L. (NBC) Lt.—A
Larson, Don (WATN) A
LaTouche, John (NBC) N
Lawrence, Larry (WAGE) Pvt.—A
Leak, Leon (NBC) S/Sgt—A
Leddy, Edmund (NBC) PFC.—A
Lee, Edmon (WMCA)
Lee, Paul (WWNY) Ens.—N
Leeman, George (CBS)
Leen, Robert (CBS)
Lefebvre, Lawrence (WABC) F/O—A
Lemmey, William (CBS) PFC.—A
Leonard, Edmund (WFBL) Sgt.—A
Lepore, Frank (NBC) A
Lesch, Gomer (WEBR) AC—A
Lester, Howard (CBS) Cpl.—A
Levin, Samuel (CBS) Lt.—A
Lewis, Donald (NBC) Ens.—N
Lewis, Draper (CBS) Sgt.—A
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Lighton, Reid (NBC) Lt.—A
Liguori, Theodore (CBS) Cpl.—A
Limberg, Charles (CBS) Lt.—A
Lindquist, Lansing (WSYR) OC—A
Little, William (NBC) Lt.—A
Lobdell, Edward (BLUE) Pvt.—A
Loftus, Russell (WIBX) Lt.—N
Lopiti, Bernard (CBS) Pvt.—A
Losgar, V. (WWRL) S1/C—N
Lowman, L. W. (CBS) Lt. Col.—A
Lown, David (BLUE) Cpl.--A
Lloyd, Gorden (BLUE) Lt.—A
Luke, Blair (CBS) N
Luther, George (NBC) Cpl.—A
Lutz, Edward (WFBL) Y3/C—N
Lyman, Thomas (NBC) Capt.—A
Lynch, James (CBS) Lt.—A
Lynch, Robert (CBS) AC—A
Lyons, John (CBS)
MacGregory, L. S. (NBC) Cpl.—A
MacHarrie, Lindsay (BLUE) ARC
MacMillan, Lowell (WHEC) Capt.—A
MacMullen, John (CBS)
MacNear, James (WFBL) N
MacPherson, Ross (NBC) A
Macy, Noel (WFAS) Col.—A
Mahaney, Robert (WIBX) Cpl.—A
Mahlstedt, Fred (CBS) Pvt.—A
Mahoney, Thomas (CBS) Sgt.—A
Maloney, Robert (NBC) CG
Manassery, Benedict (CBS) A
Mandel, Seymour (NBC) Cpl.—A
Mandeville, Robert (NBC) A
Mannina, George (WINS) A
Manson, William (NBC) Cpl.—A
Manter, Jerauld (WOKO) Sgt.—A
Marble, Harry (CBS) Lt.—A
Marcy, Alfred (WFBL) Lt. Col.—A
Margolis, Herbert (CBS)
Markes, Larry (NBC) Lt.—A
Marks, Robert (CBS) PFC.—A
Marshall, A. I. (WSYR) Lt.—A
Marshall, Milton (WOR) N
Marsich, John Paul (NBC) Ens.—N
Martin, William (CBS) WO—N
Martindale, Ross (NBC) Pvt.—A
Mason, Donald (CBS) ARM3/C—N
Masoonian, Zaven (WQXR) Lt.—A
Masters, Keith (WOR) Capt.—A
Materne, W. M. (BLUE) Lt. (jg)—N
Mattick, Herbert (NBC) A

Maxwell, Herman (WOR) AS—N
Maxwell, Jocko (WWRL) Sgt.—A
Mayer, George (WMCA)
Mayhew, William (WBEN) Capt.—A
Maynard, George (NBC) Lt.—A
Mayo, Bob (WOR) Lt.—N
Maypole, Roy (WABC) Sgt.—M
McAneny, David (NBC) Lt.—A
McBride, Dennis (WABC) Pvt.—A
McBurnie, William (WBEN) Cpl.—A
McCabe, John (CBS) Sgt.—A
McCardell, Wm. (NBC) Pvt.—A
McCarren, William (WABC)
McCarthy, John (CBS)
McCarty, Charles (CBS) Cpl.—A
McClary, Moses (CBS)
McClintock, Ellen (WMCA) WAC
McClintock, Wm. (NBC) Lt.—A
McCoyd, Alfred (CBS) N
McDonald, Donald (NBC) Lt.—A
McDonough, J. (WABC)
McFadden, Thomas (NBC) A
McFadyen, Robert W. (NBC) Pvt.—A
McGarry, James (CBS)
McGee, Anthony (NBC) Pvt.—A
McGowan, Frank (CBS)
McHugh, Philip (CBS) Lt.—N
McKeon, Thomas (NBC) Pvt.—A
McKernan, John (NBC) Pvt.—A
McKesson, John (NBC) Ens.—N
McLaughlin, Joe (CBS)
McLeod, James (CBS)
McMillin, W. R. (NBC) Lt.—N
McPhaul, Jack (NBC) M/Sgt.—A
McPhelan, J. S. (NBC) ARM3/C—N
McPhillips, Joseph (CBS) Cpl.—A
McVey, Bill (WKNY) AC—N
Mechmann, William (CBS)
Meinwald, Milton (WJTN) Pvt.—A
Mena, Joseph (CBS) CG
Mercer, Donald (NBC) Lt.—A
Merkin, Lester (CBS)
Merrill, Reginald (CBS)
Merriman, John (CBS) N
Metcalfe, William (CBS) PFC.—A
Meyer, Fred (WHDL) Lt.—A
Meyer, Ken (WATN) RCAF
Meyrowitz, Milton (WLIB) N
Michaelis, John (CBS)
Middlebrooks, J. L. (CBS) Lt.—N
Middleton, Beverly (WABC) Pvt.—A
Middleton, Wm. (NBC) Lt.—A
Miller, Harvey G. (NBC) Sgt.—A
Miller, H. M. (NBC) Lt. (jg)—N
Miller, Irving (CBS)
Miller, J. A. (NBC) CPO—N
Miller, John (WQXR) Pvt.—A
Millimet, Erwin (CBS)
Mills, John (NBC) Pvt.—A
Millus, Felix (CBS)
Milton, Edgar G. (NBC) A
Minkowski, John (CBS) Cpl.—A
Mitchell, John (WOR) Lt. (jg)—N
Mitchell, V. F. (NBC) Pvt.—A
Moch, Gerald (NBC) Cpl.—A
Moffat, W. H. (CBS) Lt.—N
Moffett, LeRoy (NBC) Lt.—N
Mohler, Jack (WOR) Lt.—A
Montesand, Robert (WIBX) Pvt.—A
Montilla, F. J. (NBC) Lt. (jg)—N
Montmeat, John (CBS) Capt.—A
Moody, Thomas (CBS) MM2/C—N
Moore, James (WFBL) Lt.—A
Moore, Thomas (WOR) Pvt.—A
Morales, Victor (CBS)
Morgan, Albert (CBS) Pvt.—A
Morgan, Carl (WWNY) Lt.—A
Morgan, Gene (WMCA)
Morgan, Spencer (CBS)
Morris, Robert (NBC) A
Morris, Thomas (CBS)
Morrison, Thomas (CBS)
Morrison, Wilbur (WGY) Lt.—A
Morse, Lloyd (CBS) WO—N
Moscherosch, Edward (CBS) CG
Moshier, F. A. (NBC) PFC.—A
Mosman, John (CBS)
Moss, Jay (CBS)
Mott, David (WEVD)
Moyland, Neal (WFBL) Lt.—A
Mozley, Albert (NBC) Pvt.—A
Mueller, William (WFBL) Cpl.—A
Mullen, Patrick (CBS) Pvt.—A
Mulligan, Robert (CBS)
Mulliken, John (CBS) Lt.—A
Mullin, Bart (CBS) MS
Murphy, Adrian (CBS) Maj.—A
Murphy, James J. (NBC) Pvt.—A
Murphy, Thomas (BLUE) Pvt.—A
Murphy, Walter (CBS) Pvt.—A
Murphy, William (CBS) Ens.—N
Murray, George (NBC) Cpl.—A
Murtha, Arthur (CBS) Lt.—A
Myers, Milton (CBS) (CDD)
Myers, Willis (NBC) Lt.—A
Naitove, Irwin (WMCA)
Nash, Frank (BLUE) AC—A
Neilon, Walter (BLUE) MS
Neish, Edward (CBS) Lt.—A
Nelsen, Morton (NBC) Cpl.—A
Nelson, Edward (NBC) Lt.—A
Nelson, Harry (NBC) Cpl.—A
Nesbitt, Frank (NBC) A/S—N
Neu, James (CBS)
Neumann, Raymond (WQXR) N
Newstead, Bert (WBTA) Sgt.—A
Newton, Albert (CBS) Capt.—A
Newton, Samuel (CBS) Pvt.—A
Niklaus, Herbert (WJTN) Lt.—A
Nix, James (NBC) Lt.—A
Noble, Frank (WHCU) Lt.—A
Norman, R. A. (WOR) Lt.—A
Norton, John (CBS) Maj.—A
Nugent, W. R. (NBC)
Nussbaum, H. L. (BLUE) Maj.—A
Nyhen, MacDonald (WABC) Capt.—A
O'Brien, Daniel (NBC) Capt.—M
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O'Connell, R. T. (NBC) Lt.—A
O'Connell, Vincent (NBC) PhoM2/C—N
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O'Donnell, Michael (NBC) Cpl.—A
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O'Hare, Clement (CBS) Sgt.—A
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O'Neil, Howard (CBS)
O'Neill, R. A. (WOR) Lt.—A
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O'Rourke, Francis (CBS) Lt.—A
Orr, Ernest (CBS) Pvt.—A
O'Toole, Charles (CBS) Pvt.—A
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Page, Edward (CBS) Lt.—A
Page, John (CBS) Lt.—N
Pappas, Michael (CBS) Cpl.—A
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Parkinson, William (CBS)
Parr, Allen (CBS) Pvt.—A
Pascal, R. F. (NBC) Pvt.—A
Patkocy, A. J. (NBC) Pvt.—A
Patterson, W. C. (NBC) A
Paul, Clifford (NBC) RTI/C—N
Payne, W. L. (WOR) Sgt.—A
Paynter, Russell (WALL) A
Peach, Frederic (WFAS) Pvt.—A
Pearl, Carleton (CBS) Pvt.—A
Pearson, Jack (WFAS) S/Sgt.—A
Peck, Stanley (NBC) Lt. Com.—N
Pelletier, Francois A. (NBC) A
Pelletier, Louis (CBS) A
Pendergast, Thomas (WABY) Lt.—M
Perkins, Corless (WHCU) Lt.—A
Pernice, Joseph (CBS) PFC.—A
Perry, Arthur (BLUE) Lt.—A
Petry, Gerard (NBC) MM1/C—N
Pfleeger, George (WJTN) Cpl.—A
Phelan, Ray (WBTA) CG
Phelps, Charles (BLUE) Lt.—N
Phillips, Edward (CBS) Pvt.—A
Phillips, Everett (NBC) Lt.—A
Phillips, William (WABY) Lt.—A
Picinich, D. G. (NBC) Cpl.—A
Pickard, Richard (NBC) Lt. Com.—N
Pickering, Charles (WOR) Cpl.—A
Pickert, Arlene (WBTA) WAVES
Pierce, Alva (WABC) Lt.—A
Pietsch, Harold (NBC) MM2/C.—N
Pino, John (WOKO) Pvt.—A
Pitkin, William (WNYC) Lt.—N
Plaisted, R. J. (NBC) Lt. Com.—N
Plumelet, J. V. (WGBB) MS
Plummer, C. Stockly (NBC) T/Sgt.—A
Popp, Wm. P. (BLUE) Pvt.—A
Porter, W. G. (NBC) Cpl.—A
Posey, A. G. (WOR) Ens.—N
Pote, Vincent (WMCA)
Potter, Jack (WIBX) Sgt.—A
Powers, Jimmy (WMCA)
Presnell, Oscar (WABC)
Prince, Myron (CBS) Pvt.—A
Prout, Thomas (NBC) Lt.—A
Pryor, Hubert (CBS) Ens.—N
Pulver, John (WABC) S/Sgt.—A
Questa, George (WHDL) Pvt.—A
Quick, Albert (WFBL) CPO—CG
Quick, Carl (WTRY) Lt.—A
Quigley, Richard (NBC) Pvt.—A
Quinn, Joseph (WOR) Pvt.—A
Quinn, Terrance (WNBF) Sgt.—A
Racies, Lawrence (WABC) Sgt.—A
Ramer, William (NBC) F3/C—N
Ranvier, Jean (WQXR) Capt.—A
Rathbun, Darrell (WNBF) Capt.—A
Ratyca, Peter (NBC) MM2/C—N
Rawls, R. B. (CBS) Cpl.—A
Rayel, John F. (NBC) PFC.—A
Raymond, Carl (WGY) Pvt.—A
Rea, Horace (CBS) Pvt.—A
Read, Edward (CBS)
Reams, Elwood (CBS)
Reed, Charles (CBS)
Reed, Frank (NBC) Lt.—A
Reeds, Marcel (WGY)
Reid, Joy F. (NBC) Cpl.—A
Reilly, Francis (WOR) Capt.—A
Reilly, Hugh (NBC) PFC.—A
Reilly, John (CBS) Lt.—A
Reimers, Edwin (WBEN) PFC.—M
Reynolds, Jack (NBC) Sgt.—A
Rhoades, Edward (WQXR) Capt.—A
Rhoden, Harold (WWNY) AC—A
Ricciardelli, Gino (WNBF)
Rice, Jervis (WGY)
Richards, Arthur (NBC) PFC.—A
Richards, J. G. (NBC) S1/C—N
Richards, Syd (WABC) PFC.—A
Riddleberger, S. C. (NBC) Pvt.—A
Rishworth, Thomas (NBC) Pvt.—A
Risley, Howard (WWNY) Pvt.—A
Ritchie, H. R. (NBC) Cpl.—A
Rittenhouse, Paul (NBC) Pvt.—A
Ritter, Herbert (NBC) Lt.—A
Ritter, Richard (BLUE) Lt.—A
Robertson, Archie (NBC) Cpl.—A
Robertson, Charles (BLUE) Lt.—A
Robinson, Edward (WSYR) Lt.—N
Robinson, G. S. (NBC) N
Robinson, Hamilton (NBC) Pvt.—A
Rodwick, John (WBTA) A
Roff, Edward (NBC) Capt.—M
Rohner, Emil (NBC) A
Roland, John (CBS) Pvt.—A
Rooney, John (NBC) Lt.—N
Rosenberg, Nathan (WWNY) PFC.—A
Ross, Arthur (WOR) Pvt.—A
Ross, Charles (WATN) N
Roth, Al (WOR) Pvt.—A
Roth, Stella (WOR) ARC
Roulet, John (NBC) N

Rowen, John (NBC) PFC.—A
Royal, Bill (WMCA)
Royer, James (CBS)
Rubin, Aaron (BLUE) Pvt.—A
Rubio, William (CBS)
Rudowski, Chester (WGY) Y2/C—N
Ruff, Carl (WOR) Lt.—A
Runyon, Mefford (CBS) Lt. Com.—N
Ruscoll, Joseph (CBS)
Rushworth, John (CBS) N
Russell, Maxwell (NBC) PFC.—A
Ruvo, Anthony (CBS) Pvt.—A
Sailor, Robert (WHCU) Lt.—A
Sales, Grover (CBS) AC—A
Sammon, Robert (WABC) Pvt.—A
Sampson, Wm. (NBC) Lt. (jg)—N
Samuels, Harold (CBS) Cpl.—A
Samuelson, Cyrus (WOR) Lt.—A
Sand, Caroline (NBC) WAVES
Sanford, Charles (WFBL) Capt.—A
Sanger, Elliott (WQXR) Pvt.—A
Saunders, William (WTRY) PFC.—A
Saveskie, Peter (WOKO) Lt.—A
Savin, Robert (BLUE) Ens.—N
Sawtelle, Henry (WNBF) M
Scala, Edward (WNBF) Lt.—A
Schecter, A. A. (NBC) Capt.—A
Schectman, Sid (WINS) A
Scheiner, Paul (WMCA)
Schiff, Ben (CBS) S/Sgt.—A
Schimel, George (WQXR) Lt.—A
Schimmel, Clarence (CBS) Ens.—N
Schlegel, Bill (WOR) Lt.—A
Schmidt, Daniel (NBC) Capt.—A
Schoen, Arnold (WSYR) Capt.—A
Schoenfuss, Arthur (WABC) Lt.—A
Schroeder, R. (NBC) Lt.—A
Schultz, Alex (WNBF) MS
Schultz, Louis (NBC) Ens.—N
Schwalm, William (WQXR) N
Schwartz, Arthur (CBS)
Schwartz, Jack (CBS) Pvt.—A
Schwarz, William (CBS) Pvt.—A
Schwedhelm, Frank (NBC) A
Scott, Alfred (NBC) Cpl.—A
Scott, W. D. (NBC) Pvt.—A
Scoville, Edward (CBS) Lt. Col.—A
Segal, Manuel (NBC) Pvt.—A
Seibel, Jay G. (NBC) PFC.—A
Selby, Arthur (NBC) Pvt.—A
Selger, Howard (BLUE) Cpl.—A
Sexton, Vincent (CBS) Capt.—A
Seyfried, W. E. (BLUE) N
Shafer, John (CBS)
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Shantz, Marshall (WJTN) Lt.—A
Sharland, Earl (WMFF) Pvt.—A
Sharp, Joseph (CBS) N
Sharpe, Tony (WTRY) Lt. (jg)—N
Shattuck, James (CBS) Lt.—N
Shavor, Fred (WWNY) PFC.—A
Shea, Thomas (BLUE) Pvt.—A
Shea, Walter (WHDL) Pvt.—A
Shearer, William (CBS)
Shelley, Joshua (CBS)
Shellman, James (NBC) A
Shepard, George (WMFF) Lt.—M
Sheridan, Hugh (BLUE) N
Sheridan, J. Stanley (CBS)
Sherwood, Francis (WHEC) N
Shim, Andre (CBS) Pvt.—A
Shinn, Francis (BLUE) Lt.—A
Shinn, John (NBC) T/Sgt.—A
Shoemaker, R. G. (NBC) Sgt.—A
Shonfeld, Julius (CBS)
Shultz, Stanley (CBS)
Siedenberg, Richard (WHCU) Lt.—A
Siegel, Aaron (CBS) Pvt.—A
Siegel, Seymour (WNYC) Lt.—N
Siegler, Alvin (CBS) Lt.—N
Sikoryak, William (WMCA)
Simmons, Brenton (WBTA) Cpl.—A
Simpson, John (NBC) Pvt.—A
Sims, Jay (CBS) Pvt.—A
Sisko, Augustus (NBC) Pvt.—A
Sisson, Allen (WHAM) ARC
Skedgell, Robert (CBS) Cpl.—A
Skehan, Jack (WHCU) Lt.—A
Sloan, Samuel (NBC) Lt.—A
Smith, Bill (WKNY) Cpl.—A
Smith, Charles (CBS) S/Sgt.—A
Smith, Edgar (WGNY) CG
Smith, Edward (BLUE) AC—N
Smith, Hal (WIBX) Pvt.—A
Smith, John (CBS) N
Smith, Lester (NBC) Lt.—A
Smith, Nelson (WABC) Capt.—A
Smith, Vincent (NBC) Cpl.—A
Smith, William (CBS) Cpl.—A
Sniderman, William (WMCA)
Solbrig, Arthur (WBNX) Lt.—A
Solow, William (WMCA)
Somers, Frank (CBS) Lt.—N
Sormani, Joseph (CBS)
Soutar, James (BLUE) Pvt.—A
Spach, George (NBC) Y3/C—N
Spagnola, Joseph (BLUE) Pvt.—A
Spargrove, W. E. (BLUE) A
Spear, Earl (CBS) MS
Speas, Bob (WHEC) Lt.—A
Spellens, Irving (CBS)
Spencer, Neil (WOR) Sgt.—A
Speziale, Bart (BLUE) N
Spivack, Sidney (CBS) Lt.—A
Sprague, Fred (WATN) Lt.—A
Squires, Fred (NBC) Pvt.—A
Stahl, Philip (WQXR) PFC.—A
Stall, Hunter (NBC) AC—A
Stamm, Walter (NBC) PFC.—A
Stanborough, R. E. (BLUE) Pvt.—A
Stanger, Ernest (NBC) Lt.—A
Stanley, Richard (CBS) Sgt.—A
Stapleton, Bernard (WSYR) Cpl.—A
Stark, Wilbur (WMCA)
Stearns, Leullen (BLUE) Pvt.—A
Stearns, Philip O. (CBS)

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MYCALEX
THE INSULATOR
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Steele, Peter (WOR) Ens.—N
Stegeman, Edward (CBS) Sgt.—A
Stenglein, J. F. (NBC) Pvt.—A
Stephan, Gerard (CBS)
Stevans, John (CBS) Lt.—A
Stevens, Martin (NBC) N
Stevens, Philo (WBEN) MS
Stewart, W. E. (NBC) AC—A
Stirling, John (BLUE) Pvt.—A
Stoddard, Vernon (WABY) N
Stone, David (WINS) A
Stone, Herbert (WNYC) A
Stout, Donald (CBS) AS—N
Stoody, Jack (BLUE) LT.—A
Strauss, William (WQXR) Lt.—A
Stymes, William (WINS)
Suffern, Maurice (WNYC) Capt.—A
Sullivan, Fred (WIBX) RM1/C—N
Sullivan, Robert (BLUE) MS
Surphlis, Vernon G. (CBS)
Sutherland, Donald (WEVD)
Sutter, D. C. (NBC) OC—A
Sweeny, C. P. (NBC) Lt.—N
Swenson, James (WABC) Capt.—A
Swope, Herbert (CBS)
Swope, Ralph (NBC) N
Szeleta, Lee (NBC) Lt.—A
Taber, Robert (WSYR) T/Sgt.—A
Tallcott, John (NBC) Cpl.—A
Tanner, Royal (WOKO) Capt.—A
Tapernoux, P. J. (NBC) Cpl.—A
Taulbee, Alan (WQXR) Ens.—N
Taylor, T. C. (NBC) A
Taylor, T. L. (NBC) N
Teicher, Louis (CBS) Sgt.—A
Tennyson, Scott (NBC) Ens.—N
Tepper, Sol (WINS) CG
Tervola, V. U. (NBC) Lt.—A
Thalman, Chester (NBC) A
Thayer, James (WSYR) RM2/C—N
Thayer, John (CBS)
Theise, Jerome (CBS) Pvt.—A
Thibodeaux, J. C. (WOR) A
Thistle, Frederick (NBC) Pvt.—A
Thomas, Raine (NBC) Lt.—A
Thompson, Joseph (NBC) Capt.—A
Thompson, Leo (WSLB) RM1/C—N
Thompson, R. L. (NBC) Pvt.—M
Thompson, R. S. (BLUE) Cpl.—A
Thorne, Delacy (CBS) Pvt.—A
Thornton, Emily (NBC) WAC
Thorp, Monte (WOR) A
Thrower, Frederick (BLUE) Lt. (jg)—N
Tiedeman, J. C. (NBC) Lt.—A
Tierney, Jack (WMFF) Pvt.—A
Tischler, Wm. (NBC) Sgt.—A
Titley, David (NBC) Cpl.—A
Tobias, Raymond (CBS) S1/C—N
Tobler, George P. (NBC) A
Toby, Mark (WEVD)
Tompkins, James (NBC) Lt.—A
Tompkins, Williams (WOKO) AC—A
Toomey, Edward (CBS)
Torge, George (WBEN) Cpl.—A
Townsend, Dallas (CBS) Lt.—A
Trago, Robert (WABC) Capt.—A
Traviesas, Herminio (NBC) Pvt.—A
Treyz, Oliver (WNBF) PFC.—A
Trousdale, Robert (WHCU) N
Truhlar, Jerry (NBC) Pvt.—A
Tuohy, Vincent (NBC) Ens.—N
Tupper, Howard (WGY) Sgt.—A
Turner, Charles (NBC) T/Sgt.—A
Turner, William (CBS)
Tyson, Charles (CBS) Lt.—A
Untermeyer, Henry (WABC) Maj.—A
Vadasz, Andrew (CBS)
Valdez, Frederick (BLUE) Pvt.—A
Vanda, Charles (CBS) Capt.—A
Valente, Victor (WBEN) N
Van Dam, Drew (BLUE) Lt.—A
Vanderwarker, G. (NBC) Ens.—N
Varley, Stephen (NBC) Cpl.—A
Vaughan, Oliver (NBC) Ens.—N
Vensky, Frances (NBC) WAVES
Villani, Joseph (CBS) Pvt.—A
Vines, Lee (CBS) Pvt.—A
Viscardi, Thomas (CBS) Cpl.—A
Vogel, Francis (WHDL) Lt.—A
Vogt, Gerald (WHEC) Pvt.—A
Vollbrecht, John (NBC) Ens.—N
Von Thun, Henry (WNYC) Lt.—A
Wade, Gerald (NBC) Ens.—N
Wade, Warren (NBC) Maj.—A
Wagenseil, Warren (CBS) MS
Waldrop, Robert (BLUE) Sgt.—A
Walker, A. R. (WQXR) Cpl.—A
Walker, Cecil (WTRY) Ens.—N
Walker, L. (WBYN)
Wall, Charles (NBC) Lt. Col.—A
Wallace, George (NBC) Lt.—A
Walsh, Vincent (CBS) Pvt.—A
Ward, John (CBS) RM3/C—N
Ward, John (NBC) Sgt.—A
Warner, Richard (CBS)
Warren, John (WSYR) Ens.—N
Watkins, James (CBS)
Way, Douglas (WWRL) Cpl.—A
Webb, Wm. E. (NBC) Lt. (jg)—N
Webber, R. G. (NBC) Ens.—N
Weidenhammer, Carlton (WOR) Lt.—N
Weiner, Leonard (WMCA)
Weir, Robert (CBS) Ens.—N
Weiss, Raymond (CBS)
Welch, Edger (WMCA)
Welch, William (NBC) N
Wells, George (WBYN)
Wells, Jim (WBEN) Ens.—N
Wells, W. C. (NBC) SM3/C—N
Wheeler, L. C. (WHEC) Lt.—N
White, Charles (WKNY) Lt.—A
White, David (WBTA) Lt.—A
White, Edward (NBC) Lt.—A
White, Elsie (CBS)
White, Orval (CBS) Pvt.—A
White, Robert (WMCA)
Whitefield, W. D. (NBC) RM1/C—CG
Whiting, Charles (CBS) Lt.—A
Whitman, Bernice (WOR) WAVES
Whitmore, Charles (NBC) Pvt.—A
Whitney, Edward (NBC) Lt.—A
Whittaker, R. D. (NBC) SM3/C—N
Wider, Joseph (WOR) A
Wiebe, Gerhart (CBS) Pvt.—A
Wiebel, Walter A. (NBC) N
Wildermuth, Helen (BLUE) ARC
Williams, Alun (WMCA)
Williams, Elsie (WIBX) WAVES
Williams, John (NBC) Pvt.—A
Wilson, Herbert (WBNX) Maj.—A
Wilson, Ralph (CBS) Pvt.—A
Winburn, George (CBS) Pvt.—A
Winchester, J. H. (CBS) Sgt.—A
Winters, Frederick (WJTN) Pvt.—A
Wirsig, Woodrow (CBS)
Woodford, Donald (NBC) Lt.—A
Woodside, Samuel (WHCU) N
Wolf, Rodger (CBS) Cpl.—A
Wolfe, Edward (WABC) N
Wood, Thatcher (WKNY) AC—N
Worden, Clarence (CBS) Maj.—A
Workman, Richard (WFBL) PFC.—A
Wormser, Jack (NBC) Lt.—A
Worster, Merle (BLUE) N
Wortham, Floyd (CBS)
Wunderlich, John (WFBL) Cpl.—A
Wyatt, Gene (WBEN) WO—N
Wylie, William (NBC) Lt.—A
Wyman, Malcolm (WEBR) Lt.—A
Wynne, Robert (CBS)
Young, Walter (CBS) Col.—A
Younger, Charles (BLUE) Lt.—A
Zea, James (CBS)
Zinberg, Ivan (CBS) PFC.—A
Zingg, David Drew (NBC) A
Zink, Albert (WGY) Cpl.—A
Zipser, Arthur (NBC) S/Sgt.—A
Zuckerman, Jack (CBS) Cpl.—A
Zureck, Stanley (WBEN) Pvt.—A
Zurflieh, William (NBC) Pvt.—A

## NORTH CAROLINA

Acker, William (WBT) PFC.—M
Allgood, Sam (WGBR) Cpl.—A
Ballard, Wilson (WAIR) A
Barfield, Warren (WPTF) RM2/C—N
Barham, Bill (WRAL) Pvt.—A
Beard, Samuel (WPTF) AC—N
Becker, Sanford (WBT)
Berg, Homer (WSTP) A
Braswell, Maurice (WGTM) Sgt.—A
Brown, Lewis (WDNC) PFC.—A
Burwell, Ted (WGBR) PFC.—A
Callahan, Peter (WGTM) Capt.—A
Carpenter, William (WDNC) Lt.—A
Chrismon, Charles (WAIR) N
Colvert, Frank (WPTF) Cpl.—A
Dale, Harold (WGTC) A
Davis, John (WBIG) Pvt.—A
Dawkins, Lacy (WPTF) A
Day, Edward (WBBB) Sgt.—A
Denman, Jack (WBIG) Lt.—A
Derby, Bill (WRAL) Lt.—M
Dunlea, R. A. (WMFD) Pvt.—A
Edney, Grady (WAIR) Pvt.—A
Edson, Cy (WEED) Cpl.—A
Ellis, Phil (WPTF) N
Evans, Tuck (WMFR) Lt. (jg)—N
Fisher, Robert (WBT) Cpl.—A
Fleet, Tom (WBIG) Lt.—A
Germino, Eugene (WDNC) Lt.—A
Gluck, E. J. (WSOC) Comdr.—N
Goad, Walter (WFTC)—N
Gordon, William (WAIR) Sgt.—A
Grandgean, Byron (WMFR) AC—A
Grant, John (WGBR) Cpl.—A
Gray, Gordon (WSJS) Lt.—A
Griffin, Coburn (WEED) S2/C—N
Haire, Bill (WGBR)
Harden, W. F. (WBIG) Y1/C—N
Harril, Nelson (WGNC) Cpl.—A
Harris, Bobby (WSTP) M
Hayward, Fred (WBT) Lt.—A
Hendricks, Joe (WFNC) A
Higbee, Leslie (WDNC) Lt.—A
Higgins, Edgar (WDNC) Cpl.—A
Higgins, J. F. (WPTF) RM2/C—N
Holderfield, Hugh (WBIG) Cpl.—M
Holland, William (WBIG) Cpl.—A
Holm, Bill (WEED) Sgt.—A
Hubbel, Alden (WBIG) Pvt.—A
Ikner, John (WGTM) N
Ipock, Durham (WISE) Ens.—N
Jackson, William (WBIG) Y2/C—N
Kiibler, Ralph (WISE) Comdr.—N
Lambertson, George (WSTP) N
Lambeth, Frank (WMFR) PFC.—A
Lambeth, Ralph (WGBG) PFC.—A
Latimer, Tom (WRAL) Ens.—N
Lawhon, Joel (WPTF) PFC.—A
Lawrence, Paul (WISE) Cpl.—A
Lee, Zebulon (WPTF) Cpl.—A
LeMieux, Fred (WGTC) N
Leonard, Beacham (WEED) Cpl.—A
Liles, Samuel (WPTF) CPO—N
Lilley, Frank (WPTF) N
Lloyd, Leon (WAIR) PFC.—A
Long, David (WGNC) Cpl.—A
Mackey, David (WHIT) Ens.—N
Macklin, Gordon (WAIR) Lt.—A
Madeley, Paul (WGTC)—N
Madely, Art (WGBR) S/Sgt.—A
Malone, Bill (WGTM) WO—N
Marion, Russell (WAIR) Pvt.—A
Mayo, Bruce (WGTC) A
McCargo, John (WBIG) Cpl.—A
McDonald, Frank (WRAL) Sgt.—A
McMurry, James (WPTF) PFC.—A
Meriwether, Gordon (WPTF) Y2/C—N
Miller, John (WAIR) A
Mitcham, Bill (WAYS) A
Mitchell, Charles (WBIG) Pvt.—A
Mitchell, William (WBIG) Cpl.—A
Montgomery, Robert (WBIG) Cpl.—A
Montgomery, Roger (WISE) Sgt.—A
Moore, Robert (WMFR)
Murchison, Hugh (WFNC)
Murphrey, Isaac (WEED) ARTI/C—N
Murray, Hal (WGNC) Cpl.—A
Natoli, Jimmy (WFNC)
Nelson, Charles (WAIR) Lt.—A
Nigrelli, Henry (WPTF) Lt.—A
Nooe, Robert (WGTM) Capt.—A
O'Farrell, John (WBBB) PFC.—A
Orr, W. W. (WISE) Sgt.—A
Patterson, Jimmy (WISE) N
Pearson, Preston (WPTF) RM/2C—N
Penney, Clyde (WGBG)—N
Phipps, Jack (WBT) Lt.—A
Platt, Mervyn (WAIR) Lt.—A
Pleasants, Betty (WBT) WAVES
Poyner, Graham (WPTF) Lt. (jg)—N
Proctor, Quentin (WEED) ARM1/C—N
Query, Leonard (WBT) PFC.—A
Randolph, John (WISE) Pvt.—A
Reid, James (WPTF) Ens.—N
Royal, Robert (WPTF) Sgt.—A
Sawyer, Thomas (WBIG) Lt.—A
Seebeck, Charles (WAIR) Pvt.—A
Seigel, Jack (WFTC) Sgt.—A
Shaw, Eugene (WSTP) A
Smith, Bill (WAYS) PFC.—A
Smith, Harold (WBIG) Cpl.—A
Smith, Louis (WAIR) Sgt.—A
Smith, Somers (WBT) Maj.—A
Snowden, Tommy (WEED) PFC.—A
Stauber, W. E. (WPTF) Lt. (jg)—N
Stewart, Frank (WFNC) Sgt.—M
Sullivan, Henry (WGTM) N
Summerlin, Oliver (WBT) N
Taylor, Bill (WMFR) N
Tyndall, Forrest (WPTF) N
Voigt, Donald (WGNC) Sgt.—A
Wallace, Aldred (WDNC) Lt.—A
Wallace, Wesley (WPTF) Lt.—A
Wells, Herbert (WGBG) A
Williams, Jack (WBT) Lt.—A
Williams, Thomas (WPTF) AC—A
Wilson, Warren (WSTP) CG
Woodhouse, James (WDNC) Lt. (jg)—N
Yandle, Bryan (WBT) Pvt.—A
Zealy, Bob (WRAL) Pvt.—A

## NORTH DAKOTA

Auman, Donald (WDAY) Cpl.—A
Bey, Wallace (KSJB) RT2/C—N
Cook, Frank (WDAY) N
Dobbin, Robert (WDAY) Lt.—A
Donahue, Donald (KDLR) Y2/C—N
Flint, Glenn (WDAY) Cpl.—A
Halvorson, Woodrow (KOVC) Ens.—N
Jorgenson, Harry (KDLR) A
Landeck, Don (WDAY) AC—A
Larson, Thomas |WDAY) A
Mack, Kent (WDAY) Lt.—A
Osgood, Garth (WDAY) T/Sgt.—A
Pederson, Roy (WDAY) Lt.—A
Pfleiger, Frank (KDLR) Sgt.—A
Ridgeway, Robert (KSJB) RT2/C—N
Shiels, Henry (WDAY) Cpl.—A
Smaby, Carrol (WDAY) Cpl.—A
Thorwaldson, Al (WDAY) A
Truesdell, George (WDAY) Pvt.—A
Weaver, Bill (KOVC) Lt.—A

## OHIO

Adams, Roger (WADC)
Agnew, John (WHKC) Cpl.—A
Aitkenhead, John (WADC)
Allen, Harold (WBNS) Ens.—N
Anderson, Jim (WMAN) N
Anthony, Ray (WCLE-WHK)
Arms, George (WCOL) A
Arnold, Marvin (WCLE-WHK)
Arnold, Paul (WLW) A
A'kinson, Joe (WHIZ) N
Aubele, James (WCLE-WHK)
Baker, Nathaniel (WGAR) Sgt.—A
Ball, C. M. (WIZE) Lt.—A
Balmert, Frank (WPAY) Pvt.—A
Batteau, Roy (WCKY) Pvt.—A
Baxter, Charles (WTOL) N
Belt, Richard (WHIO) Lt. (jg)—N
Bernato, Frank (WICA) Pvt.—A
Bidlack, Cecil (WTAM) Capt.—A
Blanton, Parke (WBNS) Capt.—A
Booth, Rob't (WLW) Lt.—N
Borel, George (WBNS) PFC.—A
Borel, Richard (WBNS) Capt.—A
Boyd, Dale (WHIZ) Sgt.—A
Bradshaw, Fred (WIZE) N
Branch, G. E. (WLW) Capt.—A
Brooks, Kirby (WHIO) Lt.—A
Brophy, Fred (WHIO) T/Sgt.—A
Buchanan, G. D. (WTAM) Cpl.—A
Burke, James (WCLE-WHK)
Bushong, James (WFIN) N
Butler, Harry (WHIO) Ens.—N
Cady, Charles (WBNS) Lt.—A
Cafege, Eugene (WHKC) AC—A
Campbell, Donald (WCLE-WHK)
Carment, Charles (WCLE-WHK)
Carter, Robert (WCLE-WHK)
Cary, Seth (WTAM) Sgt.—A
Cheeks, John (WTAM) Lt.—A
Chesnes, William (WSTV) N
Chew, Robert (WHKC) S/Sgt.—A
Clark, Edward (WLW) A
Clark, Paul (WIZE) A
Cochran, James (WSPD) Lt.—A
Cochran, Thomas (WBNS) Pvt.—A
Condon, Maurice (WGAR) PFC.—A (CDD)
Cook, William (WBNS) Lt.—A
Cooper, Horace (WSTV) A
Corley, Wilbur (WBNS) N
Cornwell, Robert (WICA) RM1/C—N
Courtad, Roland (WGAR) Sgt.—A
Cox, J. M. (WHIO) Lt.—N
Cox, Thomas (WTAM) Capt.—A
Cullen, James (WKRC) N
Cummins, Ralph (WCKY) S/Sgt.—A
Dammert, Lawrence (WLW) N
Davidson, Georgia (WKRC) ARC
Davis, Don (WHKC) Lt.—A
Davis, Glen (WCPO) Lt.—N
Deist, Lloyd (WKRC) A
Dennis, Harry (WJW) S1/C—N
Dewhirst, Don (WCLE-WHK)
Dildine, Robert (WBNS) Lt.—A
Dobbins, Joseph (WHKC) Cpl.—A
Dobosy, Joseph (WCLE-WHK)
Dodds, Lloyd (WCOL) A
Donoho, Larry (WMAN) S/Sgt.—A
Dooley, Jimmy (WHBC) Lt.—A
Draper, Alvin (WCLE-WHK)
Edgar, Ralph (WGAR) Cpl.—A
Egan, James (WCLE-WHK)
Elliott, Tim (WKRC) Pvt.—A
Emm, Louis (WHIO) Pvt.—A
Erdos, Joseph (WSTV) N
Farrell, Jack (WCPO) A
Ferguson, Eugene (WCOL) Sgt.—A
Fern, J. H. (WTAM) Lt.—A
Fidler, James C. (WLW) Lt.—A
Fields, Joe (WTOL) Capt.—A
Fish, Price (WCLE-WHK)
Fisher, Ed (WMAN) Pvt.—M
Fitzwater, John (WHIO) Sgt.—A
Fletcher, Thomas (WCLE-WHK)
Fleury, Paul (WTAM) MS
Flockencier, David (WMAN) Pvt.—A
Fogarty, Jack (WCPO) Pvt.—A
Ford, Lawrence (WKRC) Capt.—A
Fox, Edward (WMRN) Sgt.—A
Frances, Anthony (WCLE-WHK)
Francis, David (WMAN) PFC.—A
Friedel, Mieczyslaw (WSPD) Lt.—A
French, Robert (WHKC) Maj.—A
Frey, Robert (WMAN) N
Gabriel, Don (WIZE) A
Gaily, George (WSTV) Sgt.—A
Garfield, John (WGAR) Lt.—N
Gay, James (WHIZ) N
Geiger, Russell (WHKC) Pvt.—A
Geis, Robert (WCLE-WHK)
Girt, Chick (WHBC) Pvt.—A
Glaser, Dick (WCPO) A
Gohring, Russell (WSPD) Capt.—A
Grabowski, Zig (WJW) Lt.—N
Graham, Joe (WCPO) Lt.—A
Gray, Alex (WSTV) Lt.—A
Gray, George (WHKC) Ens.—N
Gray, William (WJW) S/Sgt.—A
Guenther, Wilfred E. (WLW) Lt.—N
Haas, William (WSAI) PFC.—A
Haines, Edith (WGAR) WAC
Hall, Jack (WCPO) N
Hannes, Arthur (WGAR) PFC.—A
Harnack, Robert (WFMJ) Lt.—A
Heimlich, Friel (WOSU) Maj.—A
Heitzman, William (WCKY) MS
Herbert, Philip (WCLE-WHK)
Herr, Charles (WADC)
Hershberger, William (WFMJ) Capt.—A
Hicks, John (WTAM) Lt.—M
Hill, Joseph (WCOL) PFC.—A
Hinn, Michael (WLW) Lt.—A
Hodges, Paul (WSAI) Sgt.—M
Horn, Winifred (WCLE-WHK)
Hunt, R. E. (WIZE) MS
Hunter, Charles (WJW) S/Sgt.—A
Hunter, W. K. (WLW) Capt.—A
Irwin, David (WCLE-WHK)
Jackson, George (WSTV) Cpl.—A
Jackson, Jay (WBNS) Pvt.—A
Jameson, David (WHIZ) Capt.—A
Jelinek, John (WCLE-WHK)
Jenkins, Alun (WCLE-WHK)
Johnson, Cletus (WPAY) A
Johnson, Owen (WSTV) Lt.—A
Jonard, Howard (WMAN) RM1/C—N
Jones, Paul (WLW) M
Kardos, Ernest (WGAR) Sgt.—A
Kayser, Lawrence (WSPD) S/Sgt.—A
Kennedy, Willard (WKRC) Capt.—A
Kimbal, Robert (WSTV) Cpl.—A
Kimbrell, Max (WKRC) N
Klaus, Richard (WHBC) Ens.—N
Knick, Walter (WBNS) Pvt.—A
Kochman, Andy (WADC)
Kraus, John (WTAM) Pvt.—A
Krause, Elmer (WGAR) Capt.—A
Krch, Louis (WGAR) Cpl.—A
Krupps, Lawrence (WJW) S/Sgt.—A
Lash, Cliff (WKRC) A
Laumann, Paul (WCKY) Pvt.—A
Lemmon, William (WJW) MS
Lerch, John (WCOL) A
Levi, Winfield (WSAI) Lt.—A
Lober, Charles (WMAN) RT1/C-CG
Losh, Armin (WHIO) N
Lucas, Mark (WMAN) S/Sgt.—A
Lytle, Harry (WMAN) S/Sgt.—A
MacEwen, Don (WSAI) Lt.—A
Maginn, M. M. (WLW) Lt.—A
Mahla, Louis (WMRN) Lt.—A
Maley, James (WSTV) Sgt.—A
Marsh, Harold (WSPD) S/Sgt.—A
Marsh, Paul (WJW) Ens.—N
Maschmeier, Howard (WSPD) PFC.—A
Maupin, Douglas (WHIO) N
Mayers, Seth (WTAM) Sgt.—A
McClure, Fenton (WCKY) MS
McClure, Kenneth (WFMJ) T/Sgt.—A
McKee, Tom (WFMJ) PFC.—A
McKown, Robert (WSPD) Capt.—A
Metz, Milton (WCOL) PFC.—A
Miller, Corwin (WHKC) Pvt.—A
Miller, Stanley (WMRN) Lt.—A
Miner, Richard (WICA) PFC.—A
Minium, Jim (WMAN) Sgt.—A
Mitchel, Thomas (WCKY) Sgt.—A
Murray, Gil (WCPO) Lt.—A
Myers, John (WOSU) Ens.—N
Neidemire, Ned (WADC)
Nelson, Karl (WTOL) Lt.—A
Newsock, John (WHIO) Lt.—A
Nickeson, Richard (WFMJ) Lt.—A
Norman, Horace (WADC)
Nye, Dudley (WBNS) AC—N
Ostrander, Russell (WCLE-WHK)
Palmer, Charles (WBNS) Pvt.—A
Patt, Ralph (WPAY) Lt. (jg)—N
Peckinpaugh, Richard (WMRN) Lt.—A
Pepper, William (WBNS) Cpl.—A
Peterson, Pete (WJW) Cpl.—A
Pettay, Francis (WCLE-WHK)
Pettepiece, William (WGAR) AC—A
Pheatt, Merrill (WSPD) Capt.—A
Pickens, Charles (WHBC) N
Pickering, Thomas (WHIO) AC—A
Quay, Paul (WCLE-WHK)
Ragle, Eugene (WCOL) A
Raine, France (WCKY) Sgt.—A
Rainforth, Harold (WKRC) Sgt.—A
Ranney, James (WFMJ) Lt.—A
Reed, Tillie Jane (WCLE-WHK)
Rice, William (WCLE-WHK)
Ridgeway, Frank (WTOL) Lt.—A
Rinehart, Robert (WBNS) Pvt.—A
Ringland, James (WKRC) A
Robbins, Wm. (WCKY) Pvt.—A
Roberts, Charles (WAKR) A
Robertson, John (WADC)
Rohrick, Clarence (WADC)
Rombaugh, Melvin (WGAR) Cpl.—A
Rothermel, Jerry (WCOL) PFC.—A
Rovick, John (WSPD) T/Sgt.—A
Ruppert, William (WSPD) RT2/C—N
Sample, Fred W. (WHKC) Cpl.—A
Sargent, Edward (WKRC) A
Sayre, Maurice (WFIN) S/Sgt.—A
Scott, David (WCOL) Lt.—A
Sedon, Paul (WFMJ) N
Shauer, Michael (WCPO) N
Shepherd, C. S. (WSTV) Sgt.—A
Shier, Edwin (WCOL) PFC.—A
Sholle, George (WTAM) N
Shurtleff, John (WCLE-WHK)
Sluhan, Roy (WCLE-WHK)
Smith, Carl (WCLE-WHK)
Smith, Don (WTAM) Pvt.—A
Smith, Frank (WCOL) N
Smith, Gordon (WCLE-WHK)
Smith, Robert (WCOL) PFC.—A
Sommerkamp, Paul (WCKY) S/Sgt.—A
Sommerville, Don (WHKC) Pvt.—A
Sours, Robert (WICA) RM2/C—N
Spenlan, Milford (WCKY) M
Spencer, William (WIZE) Capt.—A
Stair, Harry (WCLE-WHK)
Staub, Thomise (WBNS) WAC
Stephan, Al (WCPO) Ens.—N
Stewart, William (WGAR) CG
Storer, George (WSPD) Lt. Com.—N
Stump, Hugh (WCPO) Ens.—N
Sweitzer, Henry (WSTV) A
Taft, David (WKRC) Lt.—A
Taft, Hulbert (WKRC) Lt.—A
Tate, Frank (WCOL) A
Taylor, Crawford (WFIN) Lt.—A
Taylor, Dave (WHIZ) PFC.—A
Thomas, Jack (WHBC) S/Sgt.—A
Thomas, Max (WMRN) Sgt.—A
Thomas, Robert (WBNS) Cpl.—A
Thornburg, Vernon (WSAI) RT1/C—N
Tieber, William (WCLE-WHK)
Tremp, William (WSPD) Pvt.—A
Troyan, Joseph (WTAM) Pvt.—A
Tucker, Robert (WPAY) MS
Tuemler, John (WCKY) Sgt.—A
Vander Pyl, Ellis (WTAM) Capt.—A
Waite, Willie (WMAN) Sgt.—A
Walcutt, R. P. (WBNS) Lt.—A
Walker, Harold (WSAI) Capt.—A
Wallace, Jack (WHKC) Lt.—A
Waters, Phil (WIZE) A
Watson, Homer (WBNS) Pvt.—A
Webb, Lawrence (WJW) Y2/C—CG
Weber, Ralph (WHIO) Pvt.—A
Welch, Wm. (WLW) Sgt.—A
Werden, William (WFMJ) N
Whitney, Warren (WCLE-WHK)
Wildermuth, J. L. (WBNS) Maj.—A
Winchester, John (WBNS) Pvt.—A
Winter, Ted (WAKR) N
Winters, Harold (WTAM) PFC.—A
Wright, Douglas (WMAN) PFC.—A
Wyatt, Tom (WCKY) Sgt.—M
Wylie, Robert (WFMJ) Ens.—N
Wymer, John (WCPO) A
Young, Bern (WTOL) Pvt.—M
Young, George (WSPD) Lt.—N
Young, Harvey (WHIO) Pvt.—A
Zupan, Francis (WLOK) RM1/C—N

## OKLAHOMA

Alexander, Robert (KTUL) Lt.—A
Andrews, Ted (KOCY) CPO—N
Ashbaugh, Marvin (KVOO) Cpl.—A
Barth, John (KVOO) Sgt.—A
Bernard, Joe (KOCY) Lt.—N
Betz, Leon (KOCY) A
Bowman, Roy (KGFF) PFC.—M
Bradshaw, J. B. (KBIX) N
Carman, John (KASA) N
Carpenter, Hugh (KVOO) Lt.—A
Charles, John (KHBG) A
Coontz, Edward (KVOO) Lt.—M
Dean, Leon (KASA) AC—A
Dodson, Lee W. (KBIX) N
Donnell, Murel (KCRC) Pvt.—A
Dunn, Wallace (KOCY) Ens.—N
Elskin, Richard (KBIX) N
Fenter, George (KASA) Sgt.—A
Flournoy, Morris (KBIX) A
Frisco, Ernest (KVOO) Lt.—A

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Fry, Mose (KTUL) Lt.—A
Gibbs, John (KHBG) A
Gibson, Ross (KBIX) N
Graves, Earl (KBIX) N
Griffith, James (KADA) Lt. (jg)—N
Harlow, Lester (KBIX) N
Hayes, Reid (KHBG) A
Henson, Robert (KGFF) PFC.—A
Hickman, Mahlon (KOCY) Maj.—A
Hively, Roger (KHBG) Lt.—A
Holland, Loyd (KBIX) A
Hull, Hollis (KVOO) Pvt.—A
Hutchinson, H. M. (KVOO) RM3/C—N
Jackson, Frank (KGFF) Lt.—A
Jeter, Howard (KADA) MS
Johnson, Norman (KGFF) AC—N
Johnston, Grant (KBIX) N
Jones, J. R. (KHBG) A
Larkin, Dale (KASA) Pvt.—A
Lehmann, Harry (KTUL) Lt.—A
Linde, Joseph (KVOO) Pvt.—A
Lyons, Edward (KTUL) PFC.—M
McIntosh, Jamie (KVOO) Pvt.—A
McKee, Roy (KHBG) A
McNally, Eugene (KVOO) Lt.—A
McNaughton, Virginia (KBIX) WAVES
Miner, Paul (KVOO) Y3/C—N
Morris, Rex (KASA) RM1/C—N
Neel, Clive (KASA) CG
Neibling, Edward (KTUL) Cpl.—A
Newman, Herman (KHBG) A
Palmblad, Fred (KCRC) Lt.—A
Parsons, Stewart (KTUL) Cpl.—A
Powers, Fred (KASA) A
Ramsey, O. B. (KOCY) A
Roddy, T. E. (KBIX) A
Sanford, Wayne (KCRC) RT2/C—N
Simon, William (KVOO) Cpl.—A
Smith, J. H. (KHBG) ART1/C—N
Smith, Paul (KOCY) A
Spleth, Norval (KCRC) Sgt.—A
Stewart, Paul (KTUL) Sgt.—A
Sullivan, Robert (KTUL) Sgt.—A
Tatroe, John (KVOO) Lt.—A
Taylor, Lawson (KTUL) Lt.—A
Vandever, Wallace (KCKR) N
Weatherbee, Paul (KBIX) A
Weaver, Bill (KADA) PFC.—A
Wright, Paul (KCRC) Pvt.—M

### OREGON

Anderegg, Don (KSLM) A
Bauer, Clarence (KUIN) RT2/C—N
Bostic, Tom (KBND) Ens.—N
Butheris, Ed (KGW-KEX) Lt.—A
Connett, Paul (KGW-KEX) CPO—N
DaMetz, William (KBND) N
Davidson, James (KXL) S/Sgt.—A
Davis, Ken (KWIL) A
Eaton, Robert (KWRC) RT2/C—N
Eckley, Bob (KSLM) Pvt.—A
Ford, Fenton (KSLM) N
Franklin, Bob (KGW-KEX) AC—N
Frye, Max (KRNR) Lt.—A
Glass, Robert (KSLM) Pvt.—A
Greer, Ralph (KGW-KEX) Sgt.—A
Hadlock, Lynn (KXL) AC—A
Irwin, Phil (KGW-KEX) PFC.—M
Janes, Dolph (KORE) Pvt.—A
Johnston, Don (KWIL) Pvt.—A
Johnston, Marvin (KWRC) N
McCarty, John (KORE) Sgt.—A
McCoy, Ken (KWIL) Ens.—N
McWain, Wes (KSLM) Sgt.—A
Mifflin, Ralph (KXL) N
Minehart, William (KORE) Pvt.—A
Mitchell, Malcolm (KSLM) Lt.—A
Murphy, Bill (KWIL) Ens.—N
Pooley, Richard (KWRC) RT2/C—N
Riley, Bill (KRNR) RT2/C—N
Robinson, Paul (KXL) Lt.—A
Shanahan, Donald (KORE) N
Sheppard, Allan (KGW-KEX) PFC.—M
Smith, Derwood (KWIL) WO—A
Smith, Ralph (KUIN) N
Smith, T. A. (KWRC) N
Starr, Harold (KXL) A
Stoffer, Warren (KWIL) Pvt.—A
Strickland, Jim (KWIL) N
Tomlinson, Bob (KGW-KEX) Lt.—N
Tourtelotte, Frank (KWIL) Lt.—A
Turner, Claude (KUIN) S/Sgt.—A

### PENNSYLVANIA

Aiken, Richard (KDKA) Lt. (jg)—N
Alessandrini, Enzo (KDKA) Y3/C—N
Allan, James (WFIL) Capt.—A
Anspach, W. L. (KYW) Lt.—A
Arnold, Murray (WIP) Sgt.—A
Bailey, W. J. (KYW) Lt.—A
Baird, Robert (WFBG) Capt.—A
Baltimore, Louis (WBRE) Capt.—A
Bankert, Leslie (WKST) A
Beeman, Douglas (WMBS) PFC.—A
Bialer, Thomas (WJPA) A
Bishop, Franklin (WJPA) Pvt.—A
Bixbee, Gifford (WCAE) Lt.—A
Bolin, Arthur (WARM) Pvt.—A
Botts, Willard (WIP) Lt.—A
Bove, Anthony (WPEN) Pvt.—A
Burnaford, James (WBAX) PFC.—A
Campbell, William (WIP) N
Carlin, John (WFIL) A
Carter, S. T. (KYW) Capt.—A
Carty, William (WIP) Ens.—N
Chapman, Lloyd (KDKA) Lt.—A
Clark, Chester (WCAE) Lt.—A
Cochran, Robert (WCAE) Sgt.—A
Colman, C. (WFIL) Capt.—A
Corbin, Louis (WHJB) Capt.—A
Corr, Joseph (WDAS) SC1/C--N
Coslett, Franklin (WBRE) Lt.—A
Cross, Bob (WGBI) Lt.—A
Cummings, J. (WFIL) Lt.—N
Cummins, Tony (WLEU) A
Dabney, Walter (KYW) N
Dannenbaum, A. W. (WDAS) Capt.—A
Davies, William (WSAN-WCBA) Pvt.—A
Davis, Philip (WCAE) Cpl.—A
Deforest, Edward (WCAE) N
DeFransisco, Nick (WPEN) Sgt.—A
Demsky, Jack (WBRE) M/Sgt.—A
DeSimone, Anthony (WFIL) N
Dobbs, Joseph (WARM) Lt.—A
Dooley, Tim (WTEL) CG
Dunne, Charles (KYW) N
Durnin, Peter (KYW) PFC.—A
Eaffy, Allan (KDKA) Sgt.—A
Edwards, Philip (WPEN) Sgt.—M
Elia, Benjamin (WJPA) Pvt.—A
Ellis, W. H. (WFIL) ARM 3/C—N
Ernst, Sylvester (WWSW) Sgt.—A
Fallert, Ralph (WCAE) Y1/C—N
Ferguson, Andrew (WKST) Lt.—M
Fitzsimmons, F. A. (KDKA) Sgt.—A
Fleetwood, Harry (WIP) Pvt.—A
Fleming, Tom (WLEU) A
Forrester, Bob (WLEU) A
Foster, Frank (WCED) Lt.—A
Fraker, W. W. (WFBG) Y2/C—N
Frankenberger, Philip (WPEN) Pvt.—A
Frazier, Bob (WKST) A
Frazier, Robert (WPIC) Lt.—A
Fulmer, Ray (WKOK) Sgt.—A
Gardner, Russell (WCED) PFC.—A
Gathrid, Raymond (WPEN) Sgt.—A
Geise, J. C. (WHAT) Lt. (jg)—N
Giddings, Al (WCED) Cpl.—A
Gilbert, W. S. (KYW) N
Gill, Thomas (WIP) Cpl.—A
Glaus, Walter (WCAE) Sgt.—M
Glotfelty, Sherwood (WMBS) Lt. (jg)—N
Goldberg, Arnold (WMBS) Lt.—A
Gorsuch, Clifford (KDKA) Lt.—A
Gramer, William (WKOK) Maj.—A
Grebe, Robert (WBAX) Ens.—N
Grebe, Russel (WBAX) N
Greenwood, James (WCAE) RT1/C—N
Hagerty, George (KYW) A
Haley, F. C. (KDKA) Pvt.—A
Halvonik, George (WMBS) Sgt.—A
Hans, Phil (WPIC) Pvt.—A
Harcharik, Anthony (WBAX) Lt.—A
Hare, Robert (KYW) A
Harris, William (WDAS) Capt.—A
Hartung, Pete (WHJB) Sgt.—A
Harvey, Neil (WFIL) A
Heake, John (WIP) Cpl.—A
Henson, Douglas (WTEL) N
Hoagland, Ed (WPIC) N
Hoff, George (KYW) N
Holman, John (KDKA) Lt. Col.—A
Honecker, Warren (WCAE) AC—A
Huffman, P. H. (KYW) Lt.—A
Hunter, Thomas (WFBG) MS
Julstedt, E. (WFIL) Lt.—N
Kane, Paul (WPEN) Sgt.—M
Kasmarik, Andrew (WWSW) N
Kaufman, Robert (WISR) Lt.—A
Keller, Kenneth (WTEL) Ens.—CG
Kelley, Bill (WIP) Cpl.—A
Kelley, William (WCAE) T/Sgt.—A
Kent, Frank (WPEN) Pvt.—A
Kerr, John (WPIC) Cpl.—A
Ketterer, Ralph (WWSW) Lt.—A
King, James (WPIC) Pvt.—A
Kinsel, John (WWSW) Sgt.—A
Klar, Robert (WCED) PFC.—A
Klug, Charles (KDKA) Pvt.—M
Knelly, Carl (WBAX) Sgt.—A
Koch, Richard (WISR) Sgt.—A
Konnick, Peter (WBAX) Pvt.—A
Kovitz, Armand (WIP) Pvt.—A
Krebs, Dick (WKOK) Sgt.—A
Kresge, John (KDKA) Lt.—A
Kronen, Ben (WGBI) Cpl.—A
Krulce, Frank (WJPA) Lt.—A
Landy, Michael (WTEL) S/Sgt.—A
Lawson, Robert (WMBS) Lt.—A
Linn, Oscar (KYW) N
Lorainy, William (WARM) Lt.—A
Lowe, Bernie (WFIL) N
MacCosbe, E. E. (WCAE) Capt.—A
Mailey, Charles (KDKA) Pvt.—A
Malinosky, Stanley (WGBI) N
Marth, Arthur (WARM) Lt.—A
McCandless, Charles (KDKA) Cpl.—A
McCann, J. J. (KYW) Lt.—A
McClain, Russell (WPEN) Lt.—A
McCulloch, Marc (WPIC) Pvt.—A
McFarland, J. A. (WWSW) CPO—N
McKernon, Francis (WARM) RM2/C—N
Meredith, Kenneth (WMBS) Capt.—A
Meyer, Felix (WFIL) N
Meyer, George (KDKA) Lt.—A
Miller, Steve (WLEU) N
Mitchell, I. (WFIL) WO—M
Mohney, Ross (WCED) Y1/C—N
Moore, Thomas (WIBG) Lt.—A
Moretti, Paul (WIP) Pvt.—A
Morrison, Herbert (WCAE) Capt.—A
Morse, Otis (WSBA) A
Mortimer, Al (WRAK) Cpl.—A
Mulderic, Raymond (WPEN) Pvt.—A
Nace, William (WIP) Pvt.—A
Neidig, Ken (WKOK) Pvt.—A
Neill, W. (WFIL) WO—N
Nichols, Nelson (WCAE) Ens.—N
Novenson, Joe (WFIL) A
Nygren, A. (WFIL) Lt.—N
Ogelsby, Warwick (WHAT) Capt.—A
Ogg, Randolph (WCAE) Lt.—M
Ott, John (WCAE) RM1/C—N
Paige, Seymour (WARM) Lt.—A
Patrick, Edward (WHJB) Sgt.—A
Park, Daniel (KYW) Lt.—A
Parker, Ross (WARM) WO—N
Paulsen, Varner (WIP) Pvt.—A
Pearce, John (KYW) Lt.—A
Peters, William (WIP) N
Phillips, Chester (WCAE) AC—A
Pinatowski, Stanley (WBAX) Sgt.—A
Port, Tyler, (WMRF) A
Pryor, Arthur (WKST) Lt.—N
Radick, Nick (WHJB) Sgt.—A
Raybuck, Jack (WCED) Lt.—A
Rock, James (KDKA) Capt.—M
Rock, William (WHJB) Sgt.—A
Rodgers, R. (WFIL) WO—M
Rosenbaum, Samuel (WFIL) Lt. Col.—A
Rossbach, Arthur (WFBG) Sgt.—A
Rowe, Wyant (WHJB) Sgt.—A
Rubendal, Everett (WRAK) Sgt.—A
Rubendall, Ed (WKOK) Cpl.—A
Safron, Louis (WHJB) Pvt.—A
Salsburg, Joseph (WARM) Ens.—N
Scandale, James (WARM) Lt.—N
Scantz, J. (WFIL) Capt.—A
Schertler, Joseph (KDKA) SK1/C—N
Schneck, Leroy (WCED) Lt.—A
Schneider, Raymond (WWSW) Lt. Col.—A
Shebest, Paul (WRAK) Cpl.—A
Sheets, Cecil (WHJB) Sgt.—A
Shendelman, Norman (WMRF) Sgt.—A
Sherman, Barry (WBRE) Pvt.—A
Sherman, Glen (WRAK) RMI/C—N
Shutz, Harold (WSBA) N
Sigafoos, Wilson (WIP) Lt.—N
Sines, Herbert (WKST) A
Smith, E. K. (WHP) A
Smith, Nelson (WJPA) Pvt.—A
Smith, Thomas (WPEN) Capt.—A
Smith, Walter (KYW) Lt.—A
Smith, William (WHAT) Sgt.—A
Snyder, Bob (WGBI) Lt.—A
Sodar, George (WCAE)
Spearing, Charles (WFBG) AC—A
Spiro, Albert (WPEN) Pvt.—A
Spray, Lewis (WBAX) Lt.—A
Stanton, P. J. (WDAS) Lt. (jg)—CG
Stasko, Carl (KDKA) PFC.—A
Stewart, Raymond (WPIC) Pvt.—A
Stolz, James (WFBG) A
Stone, Gerald (WDAS) Lt.—A
Stoner, Bob (WKOK) Pvt.—A
Tait, John (WGBI) N
Tamburri, Orlie (WISR) N
Thieman, William (WCAE) Cpl.—A
Thomas, Michael (WPIC) Sgt.—A
Thompson, Charles (WIBG) Pvt.—A
Thunell, J. B. (KYW) Lt.—A
Tomb, Thomas (WCAE) Lt. (jg)—N
Tooke, Franklin (KDKA) Lt.—N
Townsend, S. W. (WKST) Comdr.—N
Twigger, Norman (WCAE) PFC.—A
Underwood, Charles (WMBS) Lt.—A
VanFleet, Olin (WGBI) Sgt.—A
Wagner, R. W. (WHP) Lt.—N
Wallace, Gerald (KDKA) Pvt.—M
Ward, R. (WFIL) Lt.—A
Weber, John (WIP) Cpl.—A
Weber, Ken (WLEU) A
Webster, Marguerita (KDKA) WAVES
Wieting, Fred (WIBG) Ens.—N
Wilcox, Gordon (WHP) A
Willoughby, Joseph (WFBG) AC—A
Wilson, Charles (WKST) N
Woodard, T. (WFIL) Lt.—A
Wyman, Carl (KDKA) Copt.—M
Yunkers, Bud (WMRF) Ens.—N

### RHODE ISLAND

Brennan, James (WJAR) CPO—N
Fitzpatrick, E. C. (WEAN) A
Kelly, Joseph (WEAN) Sgt.—A
MacMullen, Dexter (WEAN) Lt.—A
McGinn, B. A. (WEAN) N
Metcalf, Edward (WJAR) Lt.—A
Metcalf. James (WJAR) N
Nelson, A. W. (WEAN) PFC.—A
Parker, Malcolm (WEAN) Pvt.—A
Stackhouse, David (WJAR) Cpl.—A
Van Arsdale, Russell (WJAR) A

### SOUTH CAROLINA

Allen, Richard (WIS) PFC.—M
Bailey, J. H. (WTMA) N
Barberellis, A. (WTMA) N
Batley, Robert (WSPA) Lt.—A
Batson, Charles (WFBC) Lt.—A
Blackwell, Cope (WFBC) M
Brody, Julius (WFIG) Lt.—A
Brooks, John (WIS) Ens.—N
Brunson, J. E. (WFBC) Capt.—A
Bunker, Edmund (WIS) Lt. (jg)—N
Bushong, Vernon (WTMA) A
Byrd, Tom (WMRC) Sgt.—A
Caldwell, C. E. (WMRC) Pvt.—A
Callahan, W. (WTMA) N
Campbell, C. E. (WMRC) Sgt.—A
Capps, James (WFBC) Lt.—A
Chapman, Paul (WFBC) Lt.—A
Cole, Jack (WFBC) N
Collins, Jimmy (WMRC) Pvt.—A
Davis, James (WORD) N
Davis, William (WCRS) Lt.—A
Dawson, James (WFBC) Lt. (jg)—N
Dent, Kenneth (WTMA) N
Dorsey, R. O. (WOLS) N
Duncan, Norvin (WFBC) Cpl.—A
DuVal, Harry (WIS) Pvt.—A
Eberhart, Ben (WFBC) Lt.—A
Ellison, Robert (WIS) Pvt.—A
Epps, James (WORD) Sgt.—A
Findley, Harry (WIS) Lt.—A
Green, Morton (WAIM) MS
Hatfield, Larry (WOLS) Lt.—A
Hayes, Stanley (WAIM) A
Henderson, Robert (WFBC) Lt.—A
Hoar, J. H. (WIS) Cpl.—A
Huff, W. (WTMA) A
Isley, Richard (WSPA) N
Jackson, Colin (WFBC) MS
Lambert, Robert (WIS) Ens.—N
Lindsay, W. S. (WFBC) Sgt.—A
Luben, Richard (WFBC) A
Madely, Arthur (WCRS) A
Martin, Edward (WFBC) CPO—N
McGrath, Edwin (WSPA) Lt.—A
McLawhorn, Charles (WMRC) N
Miller, E. L. (WFBC) Capt.—A
Miller, William (WFBC) OC—A
Modlin, Carlton (WCRS) N
Moore, Harold (WSPA) Cpl.—A
Mosteller, Gerhall (WSPA) Pvt.—A
Nash, G. (WTMA) A
Pack, Marshall (WAIM) N
Parsons, Lee (WFBC) Lt.—M
Pinkerton, Forest (WSPA) Lt.—A
Pollard, Philip (WFBC) Lt.—A
Powell, C. B. (WTMA) A
Rish, Lucius (WIS) N
Santor, Frank (WFBC) Lt.—A
Scholz, Willard (WCSC) M
Smith, Elmer (WFBC) Sgt.—A
Smith, James (WFBC) Lt.—A
Smith, Martha (WCSC) WAC
Smith, Siegmund (WIS) Pvt.—A
Spiers, Davis (WIS) CG
Staton, Robert (WSPA) Cpl..—A
Stribling, Clarence (WSPA) Pvt.—A
Taplin, Preston (WIS) Cpl.—A
Tate, Verner (WFBC) Cpl.—M
Thornley, Ralph (WCSC) Lt.—A
Vainrib, Stanley (WCSC) Sgt.—A
Watkins, John (WCRS) N
Watkins, John (WFBC) M
Watson, James (WIS) T/Sgt.—A
Whitner, Edwin (WCSC) Cpl.—A
Workman, W. D. (WTMA) A
Youmans, Robert (WFBC) Sgt.—M

### SOUTH DAKOTA

Arnold, Al (KOBH) Lt.—A
Bacon, Arnold (WNAX) A
Bailey, Richard (WNAX) Pvt.—A
Baker, Melvin (KABR) Ens.—N
Bates, Ralph (WNAX) RT2/C—N
Blum, George (KWAT)
Brinkman, Gerald (KABR) S/Sgt.—A
Burt, Gerald (WNAX) S1/C—N
Burt, Harold (WNAX) S1/C—N
Chase, Jack (WNAX) Lt. (jg)—N
Dowling, Hazel (WNAX) WAVES
DuBois, Charles (KABR) PFC.—A
Dunham, Bert (WNAX) Cpl.—A
Edwards, Lynn (WNAX) Pvt.—A
Ekern, Dean (WNAX) EM3/C—N
Fahy, Robert (KABR) PhM1/C—N
Falk, Eddie (KABR) Y2/C—N
Fantle, S. (KSOO-KELO) Lt.—A
Fisher, Harlan (WNAX) N
Froke, Lester (KSOO-KELO) Lt.—A
George, Abner (WNAX) Lt.—A
Greenlee, Fred (WNAX) Sgt.—A
Haberman, Leroy (WNAX) Lt.—A
Hall, Arch (KOBH) Lt.—A
Hill, Luther (WNAX) Col.—A
Hurd, Homer (KABR) Ens.—N
Kilian, Tom (KSOO-KELO) Pvt.—A
Krause, Bruce (KWAT)
Loftesness, Ray (KSOO-KELO) MS
Mock, Chris (WNAX) SF3/C—N
McBath, James (KSOO-KELO) AC—A
McNeil, Richard (KGFX) N
McNeil, Robert (KGFX) A
Mitchell, Edward (WNAX) Pvt.—A
Nord, Harry, (KSOO-KELO) Lt. (jg)—N
O'Brien, Don (WNAX) Ens.—N
Pieplow, Elton (KABR) Ens.—N
Pitt, Lowell (KWAT)
Rensch, Ty (KGFX) Pvt.—A
Roehrich, Michael (KABR) Y2/C-N
Rohn, George (KSOO-KELO) Lt.—A
Sanford, William (WNAX) A
Schmeiss, Alvin (KABR) Lt.—A
Stangland, Red (KSOO-KELO) RM3/C—N
Swisher, Arden (WNAX) Ens.—N
Thompson, Milton (KABR) Pvt.—A
Tincher, Robert (WNAX) Capt.—A
Viehmann, George (KABR) N
Weeks, Eddie (KABR) Sgt.—A

### TENNESSEE

Ball, Fletcher (WBIR) N
Barker, Floyd (WDEF) N
Barnes, William (WROL) A
Barton, Cecil (WDEF) N
Bass, Roy (WROL) N
Bearden, Walter (WSM) Lt.—A
Birdwell, John (WBIR) Sgt.—A
Briggs, Taylor (WMPS) N
Brooks, Leslie (WTJS) Ens.—N
Butler, George (WMC) PFC.—A
Calloway, Joe (WSIX) S2/C—N
Campbell, S. H. (WJHL) Lt.—N
Carr, Eugene (WHBQ) Sgt.—A
Chambers, William (WDOD) Cpl.—A
Cole, Phil (WMPS) N
Collins, Judson (WSM) AC—A
Corlow, Thomas (WSM) Pvt.—A
Daugherty, Harold (WKPT) Sgt.—A
Denman, Jack (WTJS) Capt.—A
Devois, Charles (WBIR) Pvt.—M
DeWitt, J. H. (WSM) Maj.—A
Dunkerley, Allen (WLAC) N
Dustin, Winston (WSM) Cpl.—A
Edge, William (WMC) M/Sgt.—A
Everett, Charles (WNOX) A
Ewing, William (WSM) N
Ford, Ernest (WROL) Lt.—A
Fowler, Ralph (WMC) N
Gibson, Albert (WSM) Lt.—A
Gray, John (WDOD) S/Sgt.—A
Grayson, Kay (WJHL) WAVES
Green, Phil (WMC) Pvt.—A
Guy, Aubrey (WMC) Lt.—A
Hallowes, John (WSIX) N
Hanrahan, J. C. (WMPS) Maj.—A
Harris, Jack (WSM) Maj.—A
Hazel, Milton (WDOD) Sgt.—A
Heeb, Walter (WJHL) AC—A
Horine, Carl (WDEF) N
Howard, Jack (WMPS) Lt. (jg)—N
Huddleston, Haden (WKPT) N
Johnson, Haskel (WKPT) Cpl.—A
Johnston, Doc (WNOX) M
Karant, Martin (WKPT) Cpl.—A
Kent, Jimmie (WSIX) Pvt.—A
Lancaster, W. H. (WJHL) PFC.—A
Levine, S. A. (WDEF) Ens.—N.
Loftin, Mary (WMPS) WAC
Long, Joe (WROL) A
Lowry, Raymond (WLAC) N
Mabry, Joe (KHUB) N
Massingill, William (WDEF) Cpl.—A
Matthews, Kenneth (WJHL) Capt.—A
McClain, Denny (WTJS) Cpl.—A
McCloud, Ty (WROL) Sgt.—A
McKinney, Henry (WDOD) Lt.—A
McMurtrie, George (WAPO) Lt.—M
Medler, Roland (WJHL) Pvt.—A
Medley, Beverly (WHUB) Lt. (jg)—N
Merrill, Jack (WMC) T/Sgt.—A
Merritt, W. H. (WBIR) N
Moreland, Earl (WMC) Pvt.—A
Morgan, Jack (WMPS) A
Mott, Stacy (WHUB) N
Nobles, Tom (WDEF) Sgt.—A
Northcross, W. J. (WMC) Ens.—N
Oglesby, Herbert (WSM) Lt.—A
Olswanger, Beryl (WMPS) A
Owen, R. R. (WAPO) Lt.—A
Parker, Merrill (WDOD) OC—A
Poole, Rob (WKPT) S1/C—N
Price, C. H. (WHBQ) PFC.—A
Quave, Morris (WDOD) PFC.—M
Ragland, Tom (WMPS) A
Rhodes, John (WHUB) Sat.—A
Sanders, Tim (WLAC) Capt.—M
Shepherd, Fred (WNOX) A
Simpson, Jack (WSIX) SK3/C—N
Stevens, L. S. (WMPS) N
Thomas, Norman (WDOD) Lt.—N
Toney, Osborne (WMC) PFC.—A
Vadea, Algood (WHUB) Cpl.—A
Vernon, Kay (WROL) WAC
Weaver, Harry (WROL) A
Weaver, Shelton (WSM) Lt.—A
Westergaard, R. B. (WNOX) A
Wheeler, Joe (WBIR) A
Winsett, Bill (WTJS) Sgt.—A

### TEXAS

Amador, Charles (KTSM) Sgt.—A
Amberg, George (KROD) Lt.—A
Archer, Graham (KTSM) Y2/C—N
Armstrong, Marvin (KGNC) Lt.—A
Ausland, John (KWFT) Lt.—A
Babcock, Frank (KTRH) AC—A
Bacus, Roy (WBAP) Lt. (jg)—N
Bakke, Harold (KNOW) Cpl.—A
Balthrope, Charles (KABC) Capt.—A
Barras, Clarence (KRIC) Lt.—A
Bartlett, Harold (KRIC) Cpl.—A
Baumel, Eddie (KGNC) MS
Bean, Raymond (KRGV) S1/C—N
Belfi, Charles (KABC) Lt.—A
Birdsong, Lewis (KABC) Sgt.—M
Blandford, Lockerdge (WRR) A
Blanton, Walton (KFJZ) T/Sgt.—A
Bledsoe, William (KFYO) OC—A
Bobsyshell, Robert (KTSA) N
Bodine, E. N. (KRLD) Lt.—M
Booth, J. D. (KRLD) T/Sgt.—A
Bourn, M. D. (WOAI) Capt.—A
Boyer, John (KTSA) A
Brewer, Cecil (WBAP) A
Brookman, Jerry (KFDA) A
Brown, Bill (KPDN) N
Burrough, Robert (KTRH) AC—A
Cain, Robert (WRR) A
Calloway, Edwin (KTEM) Capt.—A
Carruth, Ed (KFJZ) N
Caruth, Jack (WRR) A
Cecil, Herman (KVWC) Cpl.—A
Chapman, Cullen (KFYO) OC—M
Chapman, Jack (KTSM) Sgt.—A
Chapman, Roy (KTSM) A
Charnisky, Hyman (KRLD) M/Sgt.—A
Cirriano, Rodolfo (KPAB) Pvt.—A
Cleavenger, Carl (KABC) Capt.—A
Clutter, John (KTSA) A
Cobb, George (KSAM) MS
Coker, F. M. (KFJZ) A
Coley, Harold (KSAM) A
Collier, Bruce (KFYO) OC—A
Conrad, John (KTSM) Y2/C—N
Cox, Edwin (KRLD) Pvt.—A
Cox, Woodrow (KTSA) A
Cranston, Robert (WBAP) Lt.—A
Crawford, John (KSAM) A
Cross, Stan (KFDA) Pvt.—A
Crouse, Buddy (KFJZ) N
Cruse, Jimmy (WRR) A
Daisa, George (KPAB) PFC.—A
Danbom, M. E. (KGKB) Lt.—A
Daniel, Nathan (KVWC) S1/C—N
Degner, Hank (KOCA) A
Dickerson, Dick (WBAP) Pvt.—A
Dickson, Bill (KFDA) PFC.—A
Dillahuntz, Tom (KCMC) A
Dodd, Albert (WRR) A
Dorrell, J. C. (KSAM) N
Downs, Clyde (WRR) A
Dunlap, Wayne (WBAP) WO—A
Dupree, J. W. (KTSA) Capt.—A
Dwyer, Louis (KTSM) CPO—N
Edwards, John (KWFT) T/Sgt.—A
Edwards, Wiliam (KTSM) Pvt.—A
Embree, Leslie (KRLD) RM2/C—N
Engle, Thane (WBAP) Lt.—N
Faust, Lillian (KRIC) WAC
Ferguson, Joe (WBAP) S1/C—N
Ferguson, John (WOAI) Lt.—A
Fike, Cecil (KEYS) Sgt.—A
Flowers, Harry (WBAP) Cpl.—A

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Boston's
NEWEST
SENSATIONAL
LUCKY
DOLLAR
CLUB....

WCOP

Forchheimer, Paul (KNOW) Lt.—A
Ford, John (KTSM) Pvt.—A
Franklin, Orvin (KOCA) A
Frantz, Dore (KGNC) MS
Frye, Harvey (KABC) Lt.—A
Furr, Bedford (KWFT) Sgt.—A
Gage, William (KFDM) Lt.—A
Garrett, Charles (KRGV) Lt.—A
Gibby, Earl (KRGV) Sgt.—A
Gibson, Louis (KSAM) A
Giles, Dale (KEYS) M
Glenn, William (KGKB) Sgt.—M
Gordon, Charles (WRR) N
Gottwald, John (KTRH) Cpl.—A
Grindling, Britt (KPAC)
Guerra, Henry (WOAI) A
Guffey, John (KROD) Sgt.—A
Hale, Holly (WBAP) N
Haling, Elbert (WBAP) Pvt.—A
Handy, Calvin (KGNC) Pvt.—A
Harpole, W. J. (KSAM) Lt.—A
Harris, C. W. (KFJZ) Pvt.—A
Harrison, John (KROD) M
Harwell, Richard (KRGV) Lt.—A
Hayes, Bob (WRR) A
Hogan, Joe (WRR) A
Hogan, Joseph (KRLD) Pvt.—A
Hively, Roger (KGKB) Lt.—A
Holberg, Mickey (KSAM) M
Hopkins, John (KFJZ) Capt.—A
Howard, Bruce (WBAP) WO-N
Howard, Ernest (KGKB) PFC.—M
Howell, Walter (KFYO) AC—A
Hudson, Melvin (WBAP) Sgt.—A
Hughes, Dan (KRGV) Pvt.—A
Hunt, Glenn (KGKB) A
Hurt, Curtis (WRR) A
Hurt, Zack (KFJZ) M/Sgt.—A
Izzard, Bob (KGNC) AC—A
James, Paul (WRR) A
Jarvis, Pel (KNEL) Lt.—A
Jennings, Dick (KFDM) Lt.—A
Johnson, P. (KFDA) Sgt.—A
Jolesch, Bill (KROD) Sgt.—A
Jones, F. D. (WBAP) Lt. (jg)—N
Jones, James (KGKB) Cpl.—A
Jones, James (KSAM) A
Jones, Truett (KRLD) Sgt.—A
Kahn, D. A. (KFDM) Lt.—A
Kaminsky, Lester (KEYS) Lt.—A
Kasala, Frank (KTSA) Sgt.—A
Keith, Jerry, (KGKB)
Kenyon, Clarence (KGKB) A
Kimble, Kim (KFDA) N
Kimbrell, Fritz (KDNT) A
Kleban, Monte (WOAI) Lt.—A
Klutz, John (KRLD) Lt.—A
Knapp, G. E. (KTRH) PFC.—A
Koecher, Kevin (KTSA) A
Krupp, Leon (KGNC)A
Kuler, Fritz (KRLD) MS
LaBeaume, Bernard (WOAI) Sgt.—A
Lamb, Russ (KFJZ) Lt.—A
Landers, Al (WOAI)
Lane, Forest (KRBC) Sgt.—A
Lewis, Audrey (KRIC) Cpl.—A
Linn, J. B. (KGNC) Lt.—A
Lockhart, H. B. (KEYS) Lt.—A
Longnecker, J. C. (KTSA) A
Ludden, Allen (KEYS) Pvt.—A
Lyon, Leonard (KVWC) CG
Maersch, John (WBAP) Capt.—A
Martin, Fred (WBAP) N
Mathews, Jack (KOCA) A
Maxey, Curtis (KRLD) Sgt.—A
Mayborn, Frank (KTEM) Capt.—A
McAlister, Raphael (KFJZ) A
McClain, John (KLUF) N
McClellan, Malcolm (KOCA) A
McConathy, Warren (WRR) A
McCullogh, Clyde (KTSA) N
McKinney, Aubrey (KRLD) RM2/C—N
McLendon, Norwood (KTEM) Pvt.—A
Miller, Bob (WRR) A
Miller, Louis (KLUF) A
Mingus, John (KVWC) Lt.—A
Monday, Ray (KPDN) A
Montgomery, David (WBAP) WO—A
Moore, James (KNOW) AC—A
Moore, James (WBAP) Ens.—N
Morava, Victor (KRGV) Lt.—A
Mueller, Nick (KRLD) Sgt.—A
Murphey, Mickey (KDNT) M
Nance, B. J. (KLUF) N
Nelsen, Harlo (KTRH) N
Newkirk, Bill (KTRH) MS
Nunn, Gilmore, (KFDA) Capt.—A
Ogle, Barney (KGNC) Pvt.—A
Oliphant, Wendell (KSAM) A
Oppenheimer, Jesse (WOAI) Lt.—A
Orr, B. F. (KTRH) Lt.—A
Parker, John (WBAP) Sgt.—A
Parks, Sherwood (KFDM) Pvt.—A
Parrish, Frank (WBAP) WO—N
Pearce, R. B. (KTRH) A
Pearman, Florine (WBAP) WAC
Peters, George (WOAI) M
Pierce, Albert (KWFT) Sgt.—A
Pitchford, Louis (KWFT) Ens.—N
Powell, Baden (KTRH) Lt.—N
Prewitt, Dudley (KRLD) Pvt.—A
Price, Pennell (KRGV) Cpl.—A
Proctor, Jack (WRR) A
Rainey, Gordon (KTSA) N
Ramirez, Alexander (KRGV) Pvt.—A
Ramsey, Waymond (KFJZ) Lt.—A
Rand, Bill (KROD) Pvt.—A
Rand, Herbert (KROD) Pvt.—A
Randall, Porter (KFJZ) CG
Rasmussen, Oscar (KEYS) AC—A
Ray, Bill (KRIC) PFC.—A
Reed, Dan (WRR) A
Reeves, John (KEYS) Sgt.—A
Reynolds, Tommy (KABC) Pvt.—A
Richardson, Jessie (KGKB) A
Robinson, George (KRLD) Pvt.—A
Roosevelt, Elliott (KFJZ) Col.—A
Rye, Jack (KTSM) PFC.—A
Saddler, Ivan (WRR) A
Salik, Charles (KABC) AC—A
Sammons, Thomas (KRGV) Lt.—A
Sanchez, Nick (KPAB) Cpl.—A
Sanders, Gerald (KGKB) M
Sansom, Sammy (KSAM) A
Saxon, Tommy (KTSM) Lt.—M
Schlaudroff, Richard (KWFT) Lt.—A
Schlichenmaier, Jack (KTSA) Sgt.—A
Schweer, Roland (KRGV) PFC.—A
Scott, Louie (WRR) A
Sheldon, Robert (KRGV) S/Sgt.—A
Shelton, Horace (KMAC) Maj.—A
Simmington, Harry (KRGV) T/Sgt.—A
Sims, Carl (KRGV) Pvt.—M •
Smith, Dave (KFDA) PFC.—A
Smith, Jean (WRR) N
Smith, John (WRR) N
Soule, Karem (KOCA) N
Stafford, T. E. (KVWC) Cpl.—A
Steger, James (KEYS) MS
Stephens, Gabbert (KFJZ) A
Stephens, George (KOCA) A
Stevens, George (KNOW) N
Sullivan, Burr (KTSA) Lt.—A
Sullivan, Jack (KTSA) Capt.—A
Summerlin, Carl (KSAM) N
Taylor, Leon (KFDM) Lt.—A
Thompson, Clay (KFYO) Lt.—A
Thompson, Noel (KFYO) Capt.—M
Toney, Lynn (KFDM) Pvt.—A
Torrible, Howard (KSAM) N
Trall, Jesse (KRIC) Cpl.—A
Trum, Joe (KRIC) Lt.—A
Turner, Edric (KLUF) A
Ulmer, James (KGKB) A
Vernon, Conrad (KNOW) Lt.—A
Villalobos, Ramon (KTSM) Sgt.—A
Wagoner, Walt (KROD) Pvt.—A
Wallace, Jack (KBST) AC—A
Walters, Joe (KPAC)
Ward, Luther (KGKB)
Ward, Theodore (KGKB) N
Ward, Wilson (KSAM) A
Warden, Jack (WRR) A
Waters, Lee (KTRH) N
Watson, Bob (KGNC) ART2/C—N
Webster, Rex (KFYO) Ens.—N
Wehrli, Norman (KOCA) MS
Wells, John (KPDN) Lt.—A
White, Cecil (WRR) MS
Whittington, O. P. (KGKB) Lt.—A
Wiggins, James (KFDM) PFC.—A
Wilcox, Ward (KTSA) Lt.—M
Wills, Joe (KFJZ) N
Wilson, Ray (KRBC) Sgt.—A
Wolf, James (KEYS) AC—N
Wooddell, Carlton (KTRH) A
Woodford, A. M. (WBAP) WO—N
Woods, Al (KGNC) RT3/C—N
Woods, Waldo (KEYS) AC—A
Woodward, Guy (WBAP) Pvt.—A
Xchuler, Thomas (KEYS) Sgt.—A
York, John (KGKB) PFC.—A
Young, Dave (KRLD) Capt.—A
Young, "Tuck" (KOCA) A
Younker, Earl (KTRH) N
Zlabovsky, A. J. (KABC) Pvt.—A

## UTAH

Aamodt, Lee (KDYL) RT1/C—N
Alexander, Paul (KUTA) Sgt.—A
Austad, Mark (KSL) Cpl.—A
Baer, Parley (KSL) Lt.—A
Ballance, W. B. (KSL) Lt.—M
Braby, Elaine (KSL) Ens.—N
Bruggeman, Vern (KUTA) Lt.—A
Clark, Arty (KUTA) Lt. (jg)—N
Clawson, Scott (KSL) Lt.—A
Dalley, Fenton (KSUB) Lt.—A
Davies, Charles (KSL) Lt.—A
Fetzer, J. B. (KSL) AC—A
Foster, Glenn (KSL) Lt.—A
Greyson, Carl (KSL) Ens.—N
Groves, W. E. (KSL) Maj.—A
Gunderson, Alan (KDYL) Ens.—N
Halliday, Eugene (KSL) Sgt.—M
Hendrickson, Les (KOVO) Lt.—A
Jensen, Allan (KUTA) Lt.—A
Killpack, Lovell (KOVO) AC—A
Kimball, Edward (KSL) CPO—N
Kimball, Rollow (KSL) Lt.—A
Lambourne, Wallace (KDYL) RT1/C—N
Law, Charles (KUTA) Ens.—N
Lee, Joseph (KOVO) M/Sgt.—A
O'Bryant, Wendal (KOVO) AC—A
Phillips, Eugene (KDYL) RT2/C—N
Richards, Wayne (KSL) Maj.—A
Sandack, A. W. (KSL) Ens.—N
Shaw, Joe (KSL) Sgt.—A
Sinclair, Richard (KUTA) Pvt.—A
Small, Marshall (KUTA) AC—A
Stevenson, Ralph (KSL) Lt.—N
Stowell, DeVont (KOVO) Sgt.—A
Taylor, Fred (KSL) Lt.—A
Wise, Frank (KSL) Cpl.—A

## VERMONT

Burger, Robert (WCAX) Lt.—A
Colton, Thomas (WWSR) AC—A
Daily, Willson (WCAX) Cpl.—A
Gagnon, Edward (WDEV) Pvt.—A
Hendrickson, Robert (WCAX) Pvt.—A
Lucas, Frank (WCAX) Pvt.—A
Lyons, Norman (WWSR) Pvt.—A
Ricker, W. G. (WDEV) Lt.—A
Swan, John (WCAX) Ens.—N
Tierney, James (WCAX) Lt.—A

## VIRGINIA

Aaroe, Alden (WCHV) Lt.—A
Adkins, Hermann (WDBJ) Sgt.—A
Allen, Ken (WLVA) N
Allyn, Kenneth (WRNL) Sgt.—A
Barrett, Arthur (WGH) S/Sgt.—A
Bishop, John (WTAR) Sgt.—A
Boutros, Dick (WCHV) Ens.—N
Bowry, Walter (WMBG) Ens.—N
Brauer, Harrol (WMBG) Ens.—N
Brown, Theodore (WSLS) S/Sgt.—A
Burch, Edward (WRNL) Pvt.—A
Burch, William (WRNL) N
Bynum, Lyles (WLVA) Sgt.—A
Claytor, Herbert (WRNL) N
Dail, Ambert (WBTM) PFC.—A
Denny, James (WGH) Ens.—CG
Downs, Hunton (WSLS) Capt.—A
Driggs, Ogden (WINC) Maj.—A
Duval, Edna (WRNL) Lt.—A
Duvall, Maynard (WLVA) AC—A
Erixon, John (WTAR) Lt.—A
Evans, A. C. (WBTM) MS
Gaynor, Donald (WBTM) Pvt.—A
Goodwin, Carl (WCHV) Lt.—A
Greene, William (WRNL) Lt. (jg)—N
Hageman, Jimmy (WCHV) AC—A
Hamilton, K. V. (WLVA) AC—A
Harkrader, John (WDBJ) Ens.—N
Harmon, Gibson (WBTM) Pvt.—A
Heiser, Albert (WSLS) Lt.-Com.—N
Hobart, Robert (WSLS) N
Hooper, Robert (WMBG) Sgt.—A
Hoskins, Frank (WDBJ) Cpl.—A
Hotaling, Earl (WBTM) PFC.—A
Howe, James (WBTM) Capt.—A
Hundley, Earl (WLPM) M
Hyland, Art (WMBG) Sgt.—A
Johnson, Basil (WDBJ) Sgt.—A
Johnston, James (WSLS) Cpl.—A
Jones, Booker (WLVA) Cpl.—A
Kay, Charles (WLPM) MS
Keiser, Tucker (WCHV) Pvt.—A
Kirk, John (WSLS) Lt. (jg)—N
Koehler, Frank (WSLS) Pvt.—A
Kornman, Homer (WSLS) N
Ledford, James (WSVA) 1st Sgt.—A
Linkous, Melvin (WSLS) PFC.—A
Loren, Bill (WLVA) Lt.—A
Lund, Eric (WLVA) Cpl.—A
Marks, Sam (WRNL) N
Marvel, Vernon (WBTM) Cpl.—A
McBride, Ed (WMBG) Ens.—N
McGowan, David (WGH) AC—A
McLean, Ray (WGH) A
Meades, Clyde (WGH) Ens.—N
McNulty, Charles (WDBJ) Lt.—A
Moffet, Charles (WFVA) Pvt.—A
Mulenax, Alvin (WSVA) PFC.—M
Parcell, James (WSLS) Pvt.—A
Phaup, Allen (WMBG) S/Sgt.—A
Phillips, Harold (WRNL) Lt.—A
Pinkerton, Forest (WLPM) A
Pollock, Thomas (WRNL) A
Porter, Winslow (WINC) Lt.—N
Reynolds, Carson (WSVA) Cpl.—A
Reynolds, Paul (WDBJ) Lt.—A
Roberts, William (WTAR) N
Robinson, Wip (WSVA) Lt.—A
Rupp, William (WLPM) A
Saks, Louis (WTAR) N
Sierer, Joseph (WTAR) Lt. (jg)—N
Sketchley, Bud (WCHV) Pvt.—A
Stell, Wallace (WRNL) Pvt.—A
Tate, Verner (WSVA) Sgt.—M
Uzzle, Booth (WRNL) N
Vann, Frank (WGH) Lt.—A
Velz, Richard (WRNL) Lt. Com.—N
Webster, Keith (WDBJ) T/Sgt.—M
Weiner, Morton (WRNL) A
Williams, Edward (WRNL) Pvt.—A
Wolstenholm, Vincent (WRNL) N
Youse, Robert (WDBJ) Lt.—A

## WASHINGTON

Adams, Jay (KXA) Lt.—A
Alexander, Paul (KXRO) PFC.—A
Anderson, Robert (KGA-KHQ) Lt. (jg)—N
Bailey, Don (KVAN) CG
Baughn, Ted (KIRO) Ens.—N
Bayne, Earl (KEVE) N
Beebe, Wallace (KIT) Capt.—A
Bennett, Reese (KGA-KHQ) Sgt.—A
Black, John (KWSC) PFC.—A
Black, Lee (KIT) Lt.—A
Black, Stanley (KGA-KHQ) A
Blair, Birney (KUJ) A
Brooke, Bob (KUJ) N
Bryant, Charles (KVI) N
Campbell, Bob (KFPY) Sgt.—M
Carlson, John (KIT) Sgt.—M
Churches, Glenn (KEVE) PFC.—A
Civille, L. H. (KFIO) Lt. (jg)—N
Cody, Del (KGA-KHQ) CG
Cook, Lou (KVAN) N
Curd, Larue (KRSC) Ens.—N
Dallas, Everett (KGA-KHQ) Cpl.—A
Davis, Gordon (KIRO) Cpl.—A
Dubbe, Glen (KUJ) A
Ferguson, R. F. (KRSC) Pvt.—A
Forbes, John (KXRO) PFC.—A
Foster, Carroll (KIRO) Lt.—N
Foster, Charles (KIT) Lt.—A
Godon, Dick (KGA-KHQ) Y3/C—N
Hayes, Patrick (KIRO) Cpl.—A
Heatlie, Reynold (KXRO) WO—N
Herring, Charles (KUJ) N
Higley, Willis (KOL) CG
Hinkle, Truman (KIRO) Lt.—CG
Holmberg, Elmer (KXRO) Y2/C—N
Huntington, Clay (KTBI) N
Hutcheson, Kenneth (KGA-KHQ) Y3/C—N
Johnson, Duane (KXRO) RM3/C—N
Kieter, Lester (KELA) Ens.—N
Kinzel, John (KIRO) Lt. (jg)—N
Knightlinger, T. R. (KMO) Lt.—A
Knokey, James (KXRO) Sgt.—A
Law, Paul (KFPY) Lt. (jg)—N
LeCocq, Rhoda (KIRO) WAVES
Lemming, C. W. (KIT) Sgt.—A
Leroux, Archie (KUJ) Lt.—A
Libby, Hugo (KWSC) Lt.—A
Lindberg, D. J. (KIT) N
Livingston, Louis (KGA-KHQ) N
Markel, Hazel (KIRO) WAVES
Martinez, Fred (KRSC) N
Mason, Homer (KFPY) Cpl.—A
Maxon, John (KIT) Pvt.—A
McCaw, Elroy (KELA) Maj.—A
McGowan, George (KFPY) PFC.—A
McNaught, Lee (KGA-KHQ) Sgt.—A
Mertons, Peter (KIRO) Lt.—A
Mooney, George (KFIO) Lt.—A
Morris, Paul (KRSC) RM1/C—N
Mott, Walter (KIT) Cpl.—A
Murphy, William (KIT) Ens.—N
Nolan, James (KUJ) A
Nolan, Jim (KIT) Pvt.—A
Osborne, Weldon (KFPY) Lt. (jg)—N
Pendleton, Kenneth (KWSC) RT2/C—N
Pinski, Anthony (KGA-KHQ) Cpl.—A
Plummer, Bob (KFIO) Sgt.—A
Reilly, Phil (KIRO) Ens.—N
Renninger, Otto (KOL) CG
Rhodes, W. C. (KFPY) Pvt.—A
Richards, Leverett (KVAN) Lt.—A
Richards, Seth (KFPY) Lt.—N
Rifkin, N. J. (KRSC) Lt.—A
Ripley, Elizabeth (KELA) WAVES
Roberts, Wesley (KGA-KHQ) Pvt.—A
Robinson, Jerry (KELA) Lt.—A
Rosenberg, Bill (KFPY) Lt. (jg)—N
Scott, James (KIRO) Lt.—A
Shellenberger, C. A. (KFPY) Sgt.—A
Smith, Andrew (KVAN) N
Sparling, A. G. (KGA-KHQ) Capt.—A
Streepy, Robert (KOL) N
Sulston, Kenneth (KELA) Y1/C—N
Sykes, Malcolm (KGA-KHQ) Lt.—A
Thomas, Hal (KOL) A
Turnquist, Sigurd (KWSC) PFC.—A
Voegel, Vincent (KELA) Y2/C—N
Wacker, Phil (KGA-KHQ) A
Wasmer, Louis (KGA-KHQ) Maj.—A
Weatherwax, Ben (KXRO) Maj.—M
Werner, Arnold (KELA) RT1/C—N
Wheeler, Donald (KELA) N
White, Don (KXRO) Sgt.—A
Wick, Peder (KIT) N
Yeager, Maurice (KIT) N

## WEST VIRGINIA

Archer, Audra (WPAR) A
Bailey, Shady (WAJR) N
Barnett, Melvin (WHIS) Cpl.—A
Barnhart, James (WGKV) RT2/C—N
Barrickman, Buford (WPAR) Lt.—A
Basso, Nicholas (WAJR) N
Bellamy, Glen (WJLS) N
Blake, Bill (WHIS) Lt.—A
Blake, Donald (WWVA) N
Bond, Don (WBLK) Pvt.—A
Booker, W. P. (WBTH) Lt.—N
Boundy, Glenn (WWVA) Lt.—A
Boyd, Harry (WWVA) Cpl.—A
Brick, Gene (WCHS) Sgt.—A
Brooks, V. G. (WCHS) Lt.—A
Budnick, Jack (WSAZ) Y3/C—N
Burchinal, William (WAJR) N
Burgh, Morton (WBLK) Cpl.—A
Burka, Melvin (WBLK) Sgt.—A
Campbell, Robert (WWVA) Lt.—A
Clark, James (WHIS) N
Clarke, James (WMMN) N
Cohn, Morton (WCHS) A
Dew, Harrold (WJLS) A
Dodge, Flavius (WBTH)
Drexler, Bob (WSAZ) AC—N
Eckhardt, Walter (WAJR) Ens.—N
Eiland, Theodore (WCHS) Ens.—N
Evans, Fred (WJLS) A
Fann, Dave (WBRW) S/Sgt.—M
Farris, Joseph (WGKV) AC—A
Fashbaugh, Robert (WPAR) Ens.—N
Ferrick, Ed (WSAZ) Lt.—A
Field, Gilbert (WCHS) Pvt.—A
Foland, Myles (WHIS) Cpl.—A
Frick, Ellis (WGKV) Pvt.—A
Godfrey, Harold (WAJR) A
Graham, John (WMMN) PFC.—A
Guggenheim, Emil (WCHS) Pvt.—A
Hansher, Bill (WSAZ) Sgt.—M
Haught, Harold (WPAR) Cpl.—A
Heck, Ray (WPAR) M/Sgt.—A
Hinz, Ted (WPAR) A
Howard, Everett (WCHS) Pvt.—A
Jackson, Emma (WCHS) WAVES
Jeffers, George (WMMN) PFC.—M
Johnson, Eugene (WWVA) Lt.—A
Johnson, Robert (WAJR) A
Jones, Wayne (WGKV) N
Judy, Byron (WSAZ) N
Kennedy, John (WCHS) Capt.—N
King, Fulton (WWVA) Sgt.—A
Layman, Mike (WSAZ) Y2/C—N
Leiner, Kenneth (WWVA) N
Lindley, Edgar (WKWK) AC—N
Lunceford, Louise (WBLK) WAVES
Madden, Merrill (WKWK) Pvt.—A
Manrov, William (WCHS) A
Marvin, Gilbert (WBTH) CG
Mathews, Pete (WBTH)
Mayse, Budge (WMMN) Sgt.—A
Mayse, Paul (WMMN) Pvt.—A
Mendenhall, George (WGKV) Pvt.—A
Miller, Harold (WCHS) Sgt.—M
Morris, Bob (WJLS) A
Muhlvehill, Patrick (WPAR) Lt.—A
Mumford, Alex (WAJR) A
Nelson, Duane (WJLS) A
Phillips, Tommy (WBRW)
Prescott, Clinton (WPAR)
Provence, Robert (WAJR) Lt.—A
Raikes, Claude (WAJR) N
Reno, Robert (WWVA) Lt.—A
Rucki, Richard (WKWK) Pvt.—A
Sampson, Earl (WMMN) Pvt.—A
Scott, Willard (WWVA) PFC.—A
Shaffer, Frank (WBLK) Ens.—N
Silvert, Arnold (WSAZ) Lt.—A
Sinclair, John (WCHS) N
Slade, L. Richard (WKWK) Ens.—
Slutz, Eugene (WCHS) Cpl.—A
Smith, Joe Jr. (WJLS) Maj.—A
Snowdon, Charles (WAJR) Lt.—A
Spears, Ted (WWVA) N
Spillman, Lisa (WCHS) ARC
Spiros, Robert (WBTH) Cpl.—A
Stewart, Albert (WKWK) Lt.—A
Stone, Allen (WJLS) A
Thomas, William (WWVA) Maj.—
Tommerdahl, Gene (WBTH) A
Wallace, Brandon (WBRW) Pvt.—
Wasdon, Robert (WGKV) Pvt.—A
Whitaker, James (WWVA) Lt.—A
Whitney, Dick (WSAZ) PFC.—A
Williams, Charles (WGKV) Sgt.—
Wills, Estel (WJLS) A
Young, Urian (WGKV) Pvt.—A
Zimmerman, Fred (WBLK) Pvt.—A

## WISCONSIN

Allen, Robert (WEAU) Pvt.—A
Anderson, Vincent (KFIZ) Pvt.—A
Bartell, G. A. (WHA) Ens.—N
Benesh, Francis (WMAM) AC—A
Blanchard, Donald (WFHR) Cpl.—
Bliss, Milton (WHA) Pvt.—A
Bloomquist, Carl (WDSM) N
Brazier, Bert (WMAM) Ens.—N
Brickson, Herbert (WLBL) Col.—A
Bridges, Loren (WEAU) Sgt.—M
Brown, Arthur (WRJN) Cpl.—A
Bunder, George (WSAU) Cpl.—A
Chester, Giraud (WHA) Ens.—N
Cruisenberry, William (KFIZ) N
Davis, Arch (WFHR) Lt.—A
Draves, Bill (WFHR) AC—A
Engel, J. A. (WHA) Lt.—A
Fairbanks, Lynn (KFIZ) Maj.—A
Faro, Don (WSAU) Sgt.—A
Flynn, William (WIBU) Lt.—A
Fuller, Frederick (WHA) A
Gainer, William (WISN) Lt. Com.—
Gavin, James (WSAU) Sgt.—A
Gumtow, Roy (WIGM)
Hachoogan, Oscar (WRJN) Sgt.—A
Hanstrom, Arthur (WEAU) Ens.—
Hatzi, James (WISN) Cpl.—A
Hayes, Michael (WJMC) PFC.—A
Hays, Lyle (WIBU) Cpl.—A
Herrick, Duke (WEAU) N
Hessler, Fred (WIBU) Lt.—A
Horvath, Anton (WHBY) N
Huebner, Walter (WISN) Cpl.—A
Jackson, Willard (WJMC) Pvt.—A
Kelly, Bob (WMAM) PFC.—M
Kousek, Dorothy (WRJN) WAC
LaMere, Roy (WIGM)
Lee, Eddie (WJMC) N
Luukinen, Rudy (WDSM) Pvt.—A
Marinovich, Lawrence (WEMP) Sgt.—
Marta, Anthony (WDSM) Pvt.—A
McGenty, Denis (WJMC) Sgt.—A
Moeser, E. L. (WFHR) Cpl.—A
Nelson, Gerald (WRJN) Y2/C—N
Novack, Jack (WOSH) N
Pearson, Ray (WJMC) Pvt.—A
Raetz, Kenneth (WHBY) N
Reed, Don (WRJN) Pvt.—A
Romiti, Phil (WFHR) Pvt.—A
Salvin, John (WFHR) Cpl.—A
Sanders, Bob (WEMP) Sgt.—A
Schafer, Eugene (WHA) Pvt.—A
Schlaugat, Warren (WEMP) Sgt.—
Schwartz, Ray (WOSH) A
Scoville, Elliott (KFIZ) RM3/C—N
Shannahan, Tom (WEMP) PFC.—A
Sloniker, Justin (WHBY) Cpl.—A
Steltenpohl, Hal (WFHR) Sgt.—A
Sturmer, Les (WMAM) PFC.—M
Thomas, Tom (WHBL) Pvt.—A
Thompson, Noel (WHA) Pvt.—A
Timm, Allan (WEMP) Lt.—A
Tormey, James (WIBU) Pvt.—A
Walker, Hal (WISN) AC—A
Walker, William (WSAU) Maj.—A
Weil, Howard (WRJN) Pvt.—A
Weller, D. A. (WISN) Capt.—A
Wendt, Watson (WIGM)
White, Eugene (WISN) Sgt.—A
Wildermuth, Charles (WFHR) AC—
Woods, H. F. (WIBU) Pvt.—M
Zielesch, Bert (WFHR) PFC.—A
Zimmerman, Carl (WEMP) Lt.—A

## WYOMING

Everhart, George (KFBC) Cpl.—A
Hanson, W. V. (KFBC) T/Sgt.—A
Jack, William (KFBC) Pvt.—A
McCourt, Dick (KPOW) PFC.—A
Meyer, A. J. (KPOW) N
Meyer, Bert (KPOW) N
Moon, Almon (KWYO) Sgt.—A
Mortensen, J. C. (KFBC) Cpl.—A
Peterson, Arthur (KFBC) Cpl.—A
Vogel, John (KFBC) Lt.—A
Williamson, W. S. (KFBC) Sgt.—M

## ALASKA

Myers, Georg (KFAR) Sgt.—A
Wellington, G. A. (KFAR) Lt. (jg)—N

## HAWII

Putnam, Henry (KGMB) Capt.—A

## PUERTO RICO

Lugo, Eliezer (WPRA) Lt.—A

# TEXAS

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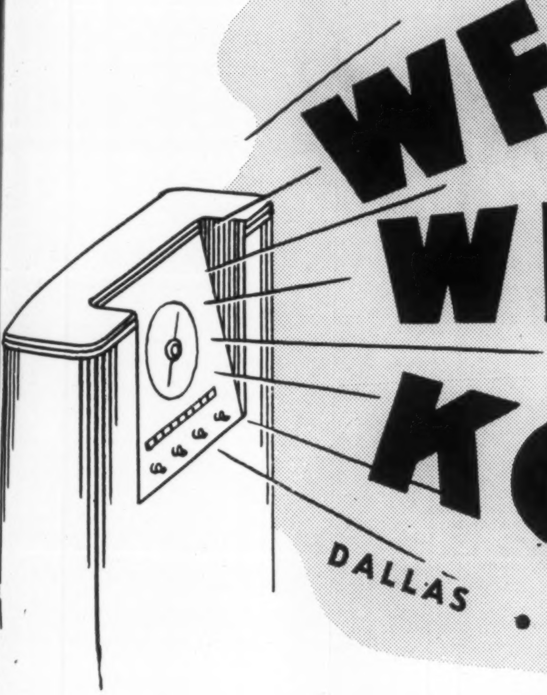

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# RADIO MEN IN THE ARMED FORCES OF CANADA

**Alphabetical list by provinces based on information supplied by radio stations and other groups directly identified with radio.***
**Symbols: A, Army; N, Navy; MS, Maritime Service; RCAF, Royal Canadian Air Forces**

## Honor Roll

### CANADA

**Allen, Norman**
(CFCO) RCAF (missing in action)

**Burton, Gordon**
(CFRN) RCAF (killed in action)

**Cole, Ed**
(CKNB) RCAF (missing in action)

**Frankeson, N.**
(CKRM) A (died in service)

**Godbehere, J.**
(CFCF) (killed in action)

**Jarvis, Sturdee**
(CJIC) A (killed)

**McLaughlin, J.**
(CFCF) N (died in service)

**Sedgwick, Roland**
(CFRB) (RCAF (killed in action)

**Traynor, Kelvin**
(CFCN) MS (lost at sea)

**Wheeler, Pearson**
(CFRN) RCAF (killed in action)

**Young, H. J.**
(CKRC) Lt.—A (killed in action

**Hammond, Allan**
(CFCF) (RCAF (prisoner of war)

**Thomas, Roger**
(CHRC) A (prisoner of war)

### ALBERTA

Balfour, Arthur (CJOC) RCAF
Bowley, Harry (CJCA) Lt.—A
Bown, E. A. Q. (CFCN) Capt.—A
Bracken, W. (CFRN) RCAF
Brown, George (CJOC) Cpl.—A
Brown, W. H. (CFCN) Lt.—A
Bryant, Ted (CJCA) Capt.—A
Chown, Ed (CJCA) Lt.—N
Colborne, Fred (CJCJ) RCAF
Dalhgren, Gene (CJCA) N
Duggan, V. (CFRN) RCAF
Ewart, Doug (CJCA) RCAF
Fee, Ed (CJCA) Sgt.—A
Fisher, Norman (CJOC) N
Freeman, A. F. P. (CFAC) A
Fritz, Bob (CJCA) RCAF
Gilbert, S. C. (CFAC) RCAF
Gordon, J. K. (CFAC) RCAF
Gow, Gordon (CJOC) RCAF
Greig, Doug (CJCA) RCAF
Groom, A. S. (CFCN) Pvt.—A
Heavens, Ted (CFCN) Sgt.—A
Hiscocks, Dorothy (CJOC) CWAC
Hobson, Frank (CFCN) N
Horton, James (CJCJ) Sgt.—A
Ibey, James (CJOC) Pvt.—A
Keith, Bob (CJCA) RCAF
Kyle, Donald (CJOC) RCAF
Love, W. N. (CFCN) Lt.—A
Magoon, Alta (CJCA) RCAF
May, J. T. (CFCN) RCAF
McCaffery, P. B. (CFCN) Capt.—A
Moore, A. M. (CFCN) RCAF
Nicholl, Arthur (CJOC) RCAF
O'Sullivan, Bill (CJCA) N
Peat, George (CJOC) Lt.—A
Rae, George (CJCA) N
Raskin, Jack (CFRN) RCAF
Readwin, Desmond (CJCJ) RCAF
Reagh, Robert (CJOC) Capt.—A
Roskin, Lewis (CJOC) Lt.—A
Rutter, Eleanor (CJCA) WREN
Schofield, T. (CFRN) Lt.—A
Strum, B. (CFRN) RCAF
Thompson, Victor (CJCJ) Capt.—A
Trainor, Leo (CFCN) Pvt.—A
Usher, W. (CFRN) N (discharged)
Viney, Henry (CJOC) Capt.—A
Williamson, Gordon (CFRN) RCAF
York, Neville (CJCJ) RCAF

### BRITISH COLUMBIA

Atkinson, R. (CKWX) RCAF
Baird, Dorwin (CJOR) Lt.—A
Baldwin, P. (CKMO) A
Bews, Jack (CKOV) RCAF
Card, Doug (CJAT) RCAF
Carruthers, W. F. (CKOV) Pvt.—A
Chown, Alleen (CJOR) RCAF
Coomes, James (CFJC) A
Derbyshire, T. (CJAT) RCAF
Diespecker, R. A. (CJOR) Maj.—A
Erskine, A. L. (CKMO) A
Ford, R. (CJAT) Cpl.—A
Geluch, F. (CKWX) A
Grant, W. (CKMO) RCAF
Gray, R. (CJOR) A
Griffiths, W. (CKMO) RCAF
Hartmann, R. (CJAT) Pvt.—A
Hartman, Rudy (CJVI) Pvt.—A
Hepburn, Jack (CJAT) RCAF
Hodson, Gordon (CJOR) Lt.—N
Jorgenson, Gil (CJAT) Pvt.—A
Kendall, Dick (CJAT) RCAF
Klenman, A. (CKWX) RCAF
Lunn, George (CJAT) Pvt.—A
Mathie, Rolf (CKOV) A
McCance, Larry (CJOR) RCAF
Midmore, J. (CKWX) RCAF
Misener, R. E. (CKOV) Cpl.—A
Moore, F. (CJAT) Pvt.—A
Murray, R. (CKMO) RCAF
Nicholl, A. H. (CJAT) RCAF
Payne, T. (CJOR) RCAF
Peters, Wally (CJOR) RCAF
Reid, Dennis (CKOV) S/Sgt.—A
Ringwood, J. (CJAT) RCAF
Robertson, S. (CKMO) N
Robitaille, G. (CKWX) RCAF
Sharp, David (CFJC) RCAF
Smith, C. (CJAT) RCAF
Smith, Charles (CJVI) RCAF
Trousdale, H. (CJOR) RCAF
Wallace, H. H. (CKMO) A
Waters, V. (CJOR) Sgt.—A
Willett, Bob (CJVI) RCAF
Worsfold, Hugh (CKLN) RCAF

### MANITOBA

Ballantyne, G. S. (CKX) RCAF
Benson, T. (CKY) Lt.—N
Broadbent, G. (CKY) N
Brown, Bartley (CKRC) RCAF
Burchell, M. (CKY) Lt.—N
Burgess, P. (CKY) RCAF
Cameron, K. C. (CKRC) RCAF
Charbonneau, E. H. (CKRC) Cpl.—A
Churcher, W. R. (CKX) N
Coats, D. R. P. (CKY) RCAF
Caine, Howard (CKOC) Lt.—N
Davidson, T. W. (CKY) A
Deacon, R. J. (CKX) Lt.—A
Dutton, E. F. (CKRC) RCAF
Farey, E. C. (CKRC) RCAF
Fawcett, R. C. (CKRC) RCAF
Gardiner, D. N. (CKY) Lt.—A
Harrod, H. R. (CKRC) Capt.—A
Hodgkinson, B. G. (CKY) RCAF
Holmes, J. L. (CKX) Lt.—A
Johns, D. A. (CKX) RCAF
Lee, Gordon (CKRC) RCAF
McConnell, A. K. (CKRC) Capt.—A
Olson, C. C. (CKRC) Capt.—A
Peppler, C. (CKY) RCAF
Peters, R. (CKRC) RCAF
Ritchie, G. K. (CKY) RCAF
Rooke, E. (CKY) N
Robertson, G. H. (CKY) RCAF
Sanders, H. (CKY) A
Snider, C. E. (CKX) Maj.—A
Thompson, G. W. (CKY) RCAF
Thompson, J. C. (CKRC) Capt.—A
Thomson, D. R. (CKRC) RCAF
Valentine, W. (CKRC) Pvt.—A
Woods, C. M. (CKY) A
Woodward, G. (CKRC) N

### NEW BRUNSWICK

Allingham, Bud (CKNB) RCAF
Anderson, William (CHSJ) Lt.—A
Burrill, D. R. (CHSJ) Lt.—A
Collier, Fred (CKNB) RCAF
Cooke, A. B. (CKCW) Lt.—A
Dickenson, Dick (CKNB) Pvt.—A
LeBlanc, Ed (CKNB) Lt.—A
Mabee, E. L. (CHSJ) A
McMullen, N. (CKCW) Pvt.—A
McRae, Hud (CKNB) N
Ross, Bob (CKNB) RCAF
Rowlands, Ross (CKCW) RCAF
Smith, Lloyd (CKNB) RCAF
Tabor, Robert (CKCW) Sgt.—A

### NOVA SCOTIA

Arthur, Gordon (CHNS) RCAF
Bauld, Tom (CHNS) Sgt.—A
Clare, John (CHNS) Capt.—A
Creed, Gavin (CHNS) RCAF
Glazebrook, Vernon (CHNS) RCAF
Hirtle, John (CHNS) Cpl.—A
Langlois, John (CJFX) RCAF
MacDonald, Finlay (CJFX) Lt.—A
MacKeigan, James (CHNS) RCAF
Murray, David (CHNS) Sgt.—A
Parker, Richard (CHNS) Cpl.—A
Robb, Stuart (CHNS) Lt.—A
Sheppard, Walter (CHNS) N

### ONTARIO

Adams, Ralph (CKTB) Cpl.—A
Agar, Cecil (CJCS) A
Armstrong, J. W. (CKCL) RCAF
Bedford, Howard (CKNX) Lt.—A
Boulden, F. A. (CKCL) RCAF
Brammer, Stuart (CKCL) A
Bremner, Hugh (CKPC) RCAF
Burley, Harold (CKWS) RCAF
Burrill, Scott (CKOC) RCAF
Burrows, Bernard (CHEX) RCAF
Camden, James (CJCS) RCAF
Chalu, Sidney (CKCL) N
Church, Fred (CJCS) Sgt.—A
Clark, Donald (CKOC) A
Clarke, Howard (CFOS) RCAF
Cooper, Jim (CFRB) RCAF
Courtney, Ernest (CFCH) Pvt.—A
Cowbourne, Donald (CFRB) A
Cox, Wes (CKOC) RCAF
Crawley, Albert (CKCL) RCAF
Cruickshank, J. (CKNX) L/Cpl.—A
Dawson, Jack (CFRB) RCAF
Dunn, Earl (CFRB) RCAF
Farrow, L. (CFRB) Pvt.—A
Fawcett, Russell (CJRL) RCAF
Ferry, Denys (CFOS) RCAF
Fraser, Allan (CFRB) Pvt.—A
Gareau, E. J. (CKPR) N
Gilbank, Howard (CFOS) Lt.—A
Godwin, C. (CJIC) RCAF
Gordon, Ernie (CHOV) RCAF
Grant, J. A. C. (CKCL) RCAF
Grant, Ronald (CJCS) RCAF
Guest, Jerry (CKCL) RCAF
Hamilton, Ross (CKNX) RCAF
Haney, Jack (CJCS) Cpl.—A
Harrison, George (CJCS) RCAF
Harrison, Ray (CFRB) Cpl.—A
Harting, Les (CKGB) Pvt.—A
Harvey, Bob (CHEX) RCAF
Hawkins, John (CFOS) RCAF
Heywood, Fred (CFRB) Sgt.—A
Holub, Tom (CKGB) Pvt.—A
Hughes, J. (CKPR) Lt.—N
Illman, Jack (CJCS) RCAF
Irwin, Dave (CJIC) Pvt.—A
Jack, Alex (CKOC) Sgt.—A
Job, Fenwick (CKCL) RCAF
Kelly, Jerry (CKWS) Lt.—A
Kemp, Bill (CFRB) A
Kesten, Bob (CKWS) Lt.—A
King, Cy (CJKL) RCAF
Kirton, Frank (CKOC) RCAF
Kossats, Tom (CHOV) RCAF
Kovacs, Frank (CKPC) RCAF
Latham, Stanley (CFOS) N
Lindsay, W. A. (CKGB) Lt.—A
Locksley, Roy (CFRB) Lt.—N
Love, Fred (CJIC) Pvt.—A
MacDougal, R. (CKCL) Sgt.—A
Marinelli, I. (CJIC) RCAF
McCurdy, Hollis (CKPC) RCAF
McKer, James (CHML) Pvt.—A
McKnight, Cecil (CKTB) Sgt.—A
McLean, Malcolm (CJRL) RCAF
McQuillan, John (CKTB) N
Morrison, Irwin (CHEX) RCAF
Morrison, Murray (CKGB) Pvt.—A
Nelson, Sheridan (CHOV) N
Netherby, Irv (CJCS) Sgt.—A
Nicholson, Ralph (CKCL) RCAF
Nickle, Russ (CFCH) RCAF
Packham, C. (CKPC) RCAF
Pickup, Ronald (CKNX) N
Procter, Charles (CKNX) RCAF
Read, Leonard (CKCL) RCAF
Reid, Scott (CKNX) RCAF
Resky, Bill (CJRL) A
Richards, Tom (CKGB) Pvt.—A
Roadhouse, Carl (CKPC) Pvt.—A
Robbins, Dave (CKOC) Capt.—A
Root, Ted (CJIC) Lt.—A
Russell, Fred (CKNX) RCAF
Russell, Jack (CKGB) RCAF
Rutledge, Colin (CHML) N
St. George, Bruce (CKTB) RCAF
Sarsfield, Tom (CHOV) RCAF
Shellon, Brian (CJKL) Capt.—A
Smith, G. E. (CHPS) RCAF
Snelgrove, Ralph (CFOS) Lt.—N
Soars, Jack (CJKL) RCAF
Squires, F. M. (CJCS) Capt.—A
Staskow, Walter (CJCS) Lt.—A
Stauffer, Jack (CJCS) Cpl.—A
Tambling, Bob (CFOS) RCAF
Terry, Iona (CKNX) WRCNS
Todd, Arthur (CKOC) N
Tomlinson, Ted (CJCS) RCAF
Turner, Bert (CHOV) N
Westmoreland, Lloyd (CKOC) RC
Wheeler, William (CKTB) Cpl.—A
Whitby, J. P. (CFRB) RCAF
White, Bill (CFRB) RCAF
Wilson, J. E. (CKCL) RCAF
Woolner, Robert (CFCO) Pvt.—A
Wright, Ross (CFCO) RCAF

### PRINCE EDWARD ISLAND

Balcom, M. (CFCY) A
Brown, W. J. (CFCY) Capt.—A
Cannon, W. R. (CHGS) Lt.—N
Corkum, M. F. (CFCY) Lt.—N
Hart, George (CFCY) Lt.—N
MacLennan, E. G. (CFCY) A
Morrow, A. K. (CFCY) Lt.—N
Rogers, W. K. (CFCY) RCAF
Stewart, Ira (CFCY) N

### QUEBEC

Alarie, Bernard (CKAC) Lt.—A
Angers, Robert (CKCV) Sgt.—A
Bois, Emilien (CHGB)
Burham, Tom (CHRC) RCAF
Cote, Lucien (CKCV) L/Cpl.—A
Daniel, Flavius (CKAC) Capt.—A
Demers, Jacques (CKAC) Lt.—A
Doucet, Maurice (CKAC) RCAF
Duhamel, Gilles (CKCV) RCAF
Ellis, Alfred (CFCF) RCAF
Falardeau, Cyrille (CKCV) Capt.—
Filion, Enest (CKCH) Cpl.—A
Filion, Fernand (CKCH) Lt.—A
Francis, Ivor (CFCF) RCAF
Harris, Romeo (CHRC) RCAF
Hemming, J. (CFCF) Cpl.—A
Jobin, Victor (CKCH) Lt.—A
Lauzon, Philias (CKAC) Lt.—A
Lepage, George (CHRC) Lt.—A
MacWilliams, R. (CFCF) RAF
Martin, L. (CFCF) Sgt.—A
McGrail, John (CFCF) RAF
Ouellet, Auguste (CHGB)
Perron, Maurice (CHRC) Cpl.—A
Richard, Paul (CKCV) Lt.—A
Robidoux, Fernand (CKAC) A
Robillard, Philippe (CKCH) Lt.—A
Steven, Peel (CFCF) RCAF
Stuparick, Andy (CHAD) RCAF
Thivierge, Jacques (CHAD) RCAF
Thivierge, Marc (CHRC) Capt.—A
Turgeon, Paul (CHRC) Cpl.—A
Whitley, Eric (CFCF) RCAF
Young, Gordon (CFCF) Capt.—A

### SASKATCHEWAN

Beggs, T. H. (CKRM) RCAF
Bourgeois, L. A. (CHAB) Capt.—A
Broatch, G. K. (CHAB) N
Brophy, J. (CBK) Capt.—A
Carson, R. G. (CKRM) L/Cpl.—A
Cennon, Jack (CFQC) Pvt.—A
Davey, K. (CKBI) RCAF
Davies, George (CKCK) RCAF
Dawson, D. (CKCK) RCAF
Deaville, B. (CBK) RCAF
Dekkers, Harry (CFQC) RCAF
Dentry, A. (CBK) RCAF
Faulds, R. (CJGX) N
Ferguson, E. (CKBI) RCAF
Fraser, G. (CBK) RCAF
Gunning, C. (CBK) RCAF
Hayden, J. (CJGX) Cpl.—A
Hill, B. R. (CKRM) RCAF
Hill, J. M. (CKRM) RCAF
Holmes, A. (CKBI) Pvt.—A
Hoskins, Len (CFQC) RCAF
Jackson, L. (CBK) RCAF
Kent, George (CJGX) RCAF
Kergan, A. G. (CKRM) Pvt.—A
Luce, F. W. (CKRM) Capt.—A
MacMillan, D. (CKCK) RCAF
Mang, L. H. (CKRM) Lt.—A
McBain, N. C. (CHAB) Pvt.—A
McKinnon, J. (CKRM) RCAF
McLean, R. D. (CHAB) RCAF
Moffat, J. (CKBI) RCAF
Moffat, L. (CKBI) RCAF
Pottle, R. (CKRM) N
Rapanos, W. F. (CHAB) RCAF
Reynolds, M. (CKCK) RCAF
Rous, F. (CBK) N
Skingle, N. S. (CHAB) RCAF
Swift, Miss A. J. (CHAB) WREN
Tully, Fred (CJGX) RCAF
Turner, G. D. (CHAB) Capt.—A
Walker, G. E. (CHAB) Lt.—A
Walker, W. L. (CKRM) RCAF
Wells, W. V. (CHAB) A
Whitney, C. H. (CHAB) RCAF
Young, Alan (CFQC) RCAF

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*Names, service branch and rank based on data from employing companies. BROADCASTING does not guarantee accuracy or completeness of information furnished, notably due to change in rank and status.

KBS

# KEYSTONE

*brings you*

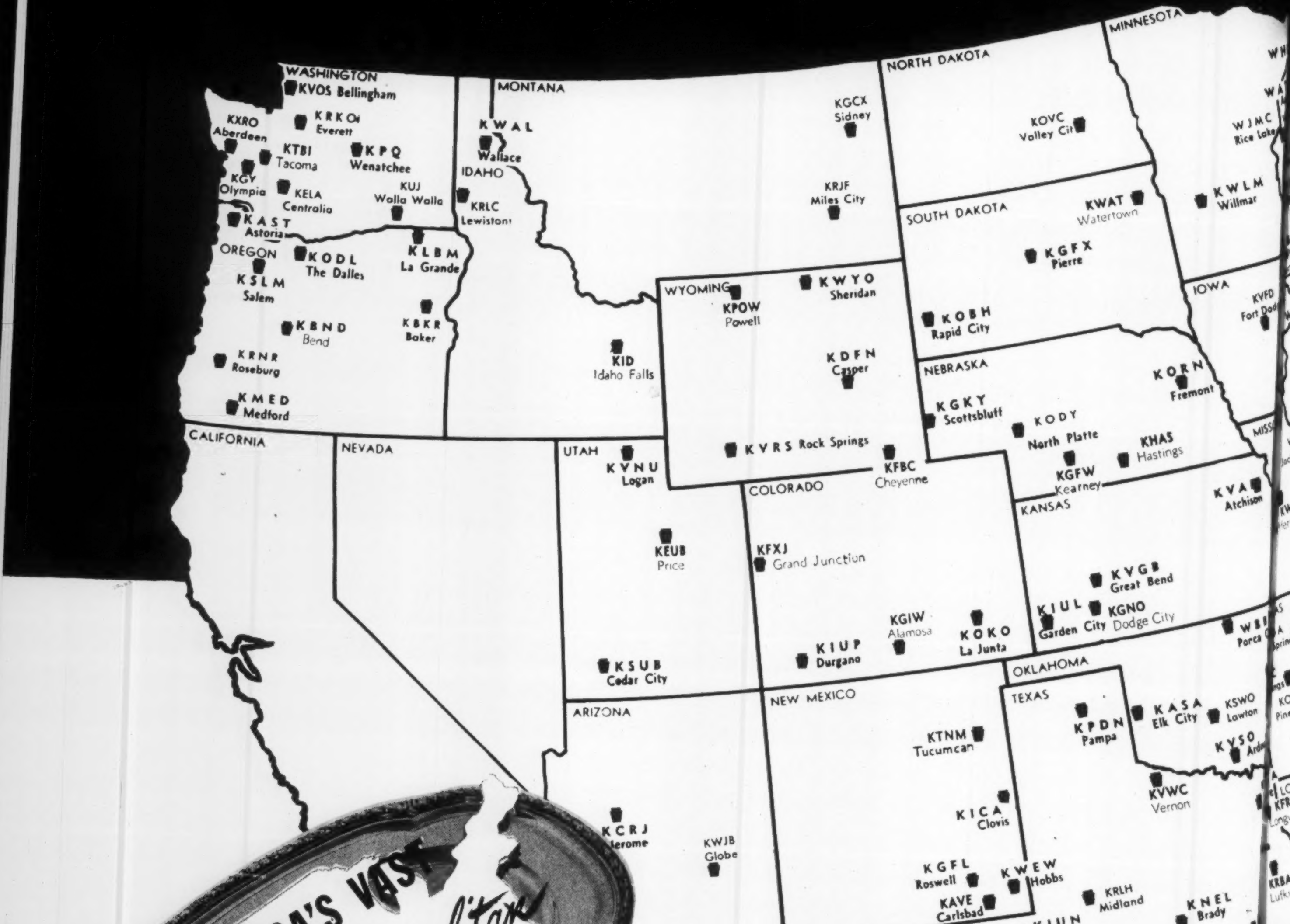
AMERICA'S VAST
Beyond Metropolitan
MARKET

SILVER PLATTER BY CARTIER

## *on a Silver Platter*

# THIS IS

# *Beyond Metropolitan**


WASHINGTON
KVOS Bellingham
KXRO Aberdeen
KRKO Everett
KTBI Tacoma
KPQ Wenatchee
KGY Olympia
KELA Centralia
KUJ Walla Walla
KAST Astoria
OREGON
KODL The Dalles
KLBM La Grande
KSLM Salem
KBND Bend
KBKR Baker
KRNR Roseburg
KMED Medford
MONTANA
KWAL Wallace
IDAHO
KRLC Lewiston
KGCX Sidney
KRJF Miles City
NORTH DAKOTA
KOVC Valley City
MINNESOTA
WJMC Rice Lake
KWLM Willmar
SOUTH DAKOTA
KWAT Watertown
KGFX Pierre
KOBH Rapid City
IOWA
KVFD Fort Dodge
WYOMING
KPOW Powell
KWYO Sheridan
KDFN Casper
KID Idaho Falls
KVRS Rock Springs
KFBC Cheyenne
NEBRASKA
KGKY Scottsbluff
KODY North Platte
KORN Fremont
KHAS Hastings
KGFW Kearney
CALIFORNIA
NEVADA
UTAH
KVNU Logan
KEUB Price
KSUB Cedar City
COLORADO
KFXJ Grand Junction
KGIW Alamosa
KIUP Durango
KOKO La Junta
KANSAS
KVA Atchison
KVGB Great Bend
KIUL Garden City
KGNO Dodge City
OKLAHOMA
KASA Elk City
KSWO Lawton
KVSO Ardmore
ARIZONA
KCRJ Jerome
KWJB Globe
NEW MEXICO
KTNM Tucumcari
KICA Clovis
KGFL Roswell
KWEW Hobbs
KAVE Carlsbad
TEXAS
KPDN Pampa
KVWC Vernon
KRLH Midland
KNEL Brady
KIUN Pecos
KPAB Laredo
KRBA Lufkin
KFRO Longview
AMERICA'S VAST
Beyond Metropolitan
MARKET

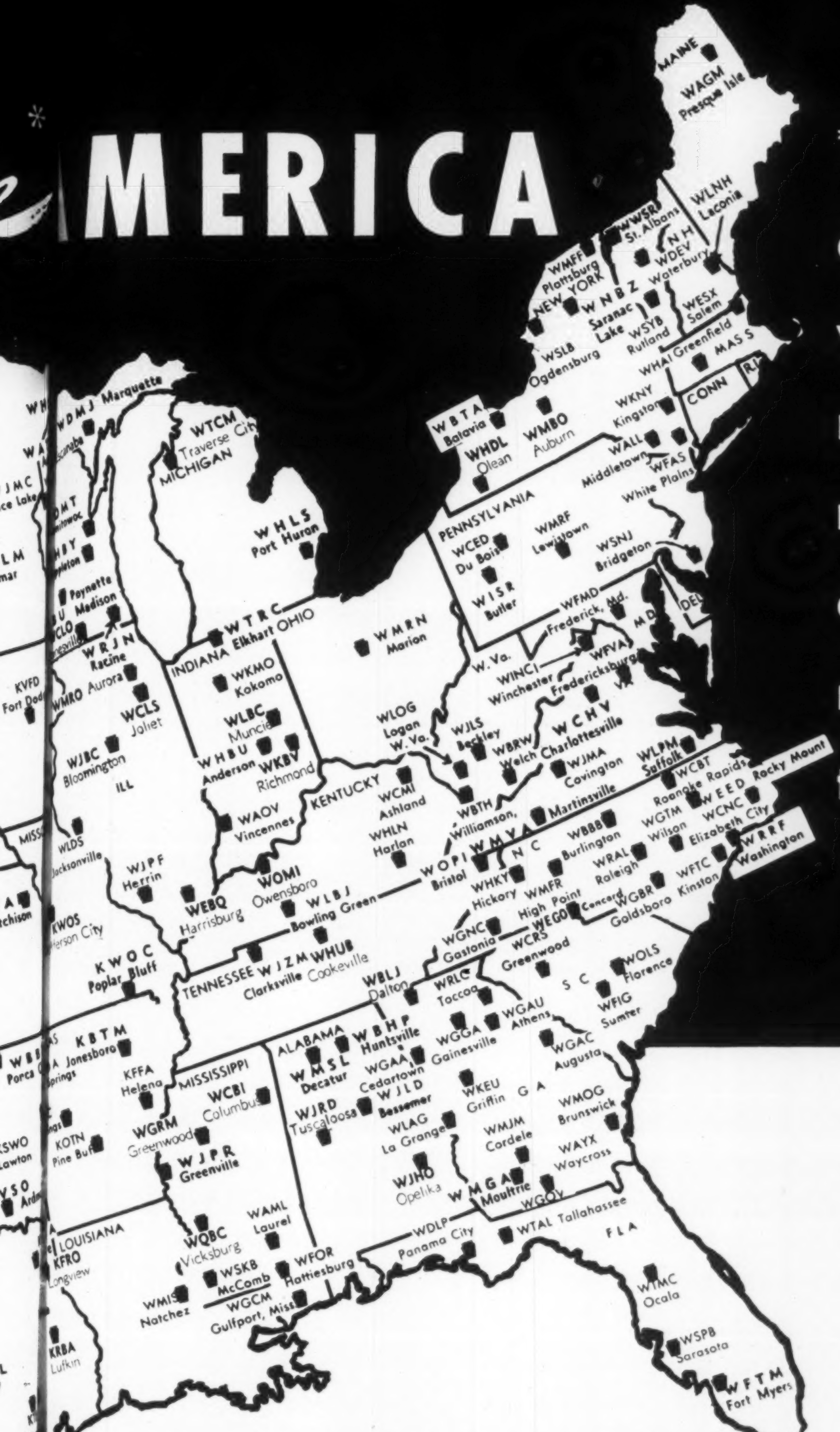
**The facts make it clear that *Beyond Metropolitan* Markets are *essential* for thorough national coverage.**

## THIS IS THE KEYSTONE B

XUM

*

# MERICA


MAINE
WAGM Presque Isle
WLNH Laconia
WWSR St. Albans
N H
WDEV Waterbury
WMFF Plattsburg
NEW YORK
W N B Z Saranac Lake
WSYB Rutland
WESX Salem
WSLB Ogdensburg
WHAI Greenfield
MASS
CONN
R I
WKNY Kingston
W B T A Batavia
WMBO Auburn
WHDL Olean
WALL Middletown
WFAS White Plains
WDMJ Marquette
WTCM Traverse City
MICHIGAN
WHLS Port Huron
PENNSYLVANIA
WMRF Lewistown
WCED Du Bois
WSNJ Bridgeton
W I S R Butler
WFMD Frederick, Md.
MD
DEL
W T R C Elkhart OHIO
INDIANA
W M R N Marion
WKMO Kokomo
W. Va.
WINC Winchester
WFVA Fredericksburg
WRJN Racine
WMRO Aurora
WCLS Joliet
WLBC Muncie
WLOG Logan W. Va.
WJLS Beckley
WBRW Welch
W C H V Charlottesville
WJMA Covington
WLPM Suffolk
WJBC Bloomington
ILL
W H B U Anderson
WKBV Richmond
KENTUCKY
WCMI Ashland
WBTH Williamson
Martinsville
WCBT Roanoke Rapids
W E E D Rocky Mount
WGTM Wilson
WCNC Elizabeth City
W R R F Washington
WBBB Burlington
WAOV Vincennes
WHLN Harlan
W O P I Bristol
W M V A
N C
WRAL Raleigh
WFTC Kinston
WLDS Jacksonville
WJPF Herrin
WOMI Owensboro
WHKY Hickory
WMFR High Point
WGBR Goldsboro
WEBQ Harrisburg
W L B J Bowling Green
WEGO Concord
WGNC Gastonia
WCRS Greenwood
KWOS Jefferson City
K W O C Poplar Bluff
TENNESSEE
W J Z M Clarksville
WHUB Cookeville
S C
WOLS Florence
WBLJ Dalton
WRLC Toccoa
WFIG Sumter
WGAU Athens
K B T M Jonesboro
ALABAMA
W B H P Huntsville
WGGA Gainesville
KFFA Helena
MISSISSIPPI
W M S L Decatur
WGAA Cedartown
WGAC Augusta
WCBI Columbus
W J L D Bessemer
WJRD Tuscaloosa
WKEU Griffin
G A
WMOG Brunswick
KOTN Pine Bluff
WGRM Greenwood
WLAG La Grange
WMJM Cordele
WAYX Waycross
W J P R Greenville
WJHO Opelika
W M G A Moultrie
WGOV
WTAL Tallahassee
FLA
LOUISIANA
KFRO Longview
WAML Laurel
WQBC Vicksburg
WDLP Panama City
WSKB McComb
WFOR Hattiesburg
WMIS Natchez
WGCM Gulfport, Miss.
WIMC Ocala
KRBA Lufkin
WSPB Sarasota
W F T M Fort Myers

**These choice markets encompass *one third of the nation.* They are composed of cities and towns having 50,000 population and under. Cities and towns of this size account for**

**49% of total U. S. Retail Sales**
**53% of total U. S. Food Sales**
**47% of total U. S. Drug Sales**

(Source: U. S. Dep't. of Commerce)

***The vital small-town and rich rural areas which receive either no coverage at all, or no dependable coverage, from major wired networks or metropolitan stations.**

The prosperity of *Beyond Metropolitan* America is at an all-time high. It stems from *permanent* developments—construction; airports; increases in housing, population, stores; agrarian plants; hospitals—which will continue in postwar years.

The 200 affiliated KBS stations—linked by transcription—penetrate and dominate these lucrative *Beyond Metropolitan* Markets. They supplement major wired broadcast chains, supplying missing links, strengthening weak links. KEYSTONE is the ONLY network covering *Beyond Metropolitan* America EXCLUSIVELY!

**BROADCASTING SYSTEM**

XUM

# *Help Yourself to*

## AMERICA'S VAST *Beyond Metropolitan* MARKET

### . . . at mass market per capita cost!

The entire *Beyond Metropolitan* land of plenty is delivered to you by Keystone, at a cost per capita and per thousand radio homes as little as, and often less than, the cost in metropolitan markets. Group buying does it!

### STREAMLINED . . .

200 stations handled in one transaction!

ONE time order
ONE time clearance
ONE schedule
ONE mechanics operation
ONE source for affidavits
ONE invoice

Each year, more and more national advertisers are using KBS with great success. Join them! Capture *Beyond Metropolitan* America through Keystone.

## KEYSTONE BROADCASTING SYSTEM, INC.

134 No. LaSalle Street
Chicago 2, Illinois
Tel: STate 4590

580 Fifth Avenue
New York 19, New York
Tel: LOngacre 3-2221

6331 Hollywood Boulevard
Hollywood 28, California
Tel: HEmpstead 0460

# *DIRECTORY*
# *of*
# BROADCASTING STATIONS
# of the
# UNITED STATES

Listed alphabetically by States. Showing cities, call letters, frequency in kilocycles, power, licensee, station executive personnel, national advertising representatives and transcription library and news services.

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*Directory of*

# BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*

*(Data corrected to January 1, 1944)*

**INS—International News Service. AP—Associated Press. TP—Transradio Press. UP—United Press.**

**Postal Zone Numbers are Listed Alongside Cities Wherever Furnished by Stations.**

## ALABAMA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representative Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **ANNISTON** | WHMA | 1450 | 250 | Harry M. Ayers<br>14th & Noble Sts.<br>2380 | Blue | Harry M. Ayers<br>J. W. Buttram<br>J. W. Buttram | Dr. Frank McLean<br>Ruby Meigs<br>Gerry Hunt | Sears & Ayer<br>UP |
| **BESSEMER** | WJLD | 1400 | 250 | J. Leslie Doss<br>Hotel Gary<br>2300 | .... | J. Leslie Doss<br>Hal Falter<br>Hal Falter | Beryl C. Cooley<br>..............<br>C. M. Calciott | ..............<br>World<br>AP |
| **BIRMINGHAM 3** | WAPI | 1070 | 5,000 | Voice of Alabama Inc.<br>2029 First Ave.<br>3-8116 | CBS | Thad Holt<br>Ed Norton<br>Thad Holt<br>.............. | Jimmie Willson<br>..............<br>Norman S. Hurley | Radio Sales<br>UP |
| **BIRMINGHAM 1** | WBRC | 960 | 5,000 | Birmingham Bcstg. Co. Inc.<br>2nd Ave. & 18th St.<br>4-7741 | NBC | J. C. Bell<br>J. C. Bell<br>J. C. Bell | John Connally<br>..............<br>J. C. Bell | Raymer<br>Associated<br>Standard<br>INS |
| **BIRMINGHAM 1** | WSGN | 610 | 5,000-LS<br>1,000-N | The Birmingham News Co.<br>Dixie Carlton Hotel<br>4-3434 | Blue<br>MBS | V. H. Hanson<br>Henry P. Johnston<br>Henry P. Johnston | Bill Terry<br>Edgar Hinkle<br>Gordon Bishop | Headley-Reed<br>Biddick<br>Thesaurus<br>Associated<br>AP |
| **DECATUR** | WMSL | 1400 | 250 | Tennessee Valley Bcstg. Co.<br>511 Bank St.<br>802 | MBS | Melvin Hutson<br>Curtis Gover<br>Curtis Gover | Genevra Hough Bell<br>Genevra Hough Bell<br>Garlan Grant Sandlin | ..............<br>UP |
| **DOTHAN** | WAGF | 1400 | 250-D | Dothan Broadcasting Co.<br>204½ E. Main St.<br>1430 | .... | Dothan Broadcasting Co.<br>Julian C. Smith<br>Fred C. Moseley | Carl Snellgrove<br>..............<br>John T. Hubbard | Headley-Reed<br>Standard<br>AP |
| **GADSDEN** | WJBY | 1240 | 250 | Gadsden Broadcasting Co. Inc.<br>108 Broad St.<br>88 | MBS | B. H. Hopson<br>Beatrice Tate Benton<br>Sam Benton | Beatrice Tate Benton<br>..............<br>Lawrence O. Brunes | Sears & Ayer<br>Associated<br>TP |
| **HUNTSVILLE** | WBHP | 1230 | 250 | Wilton Harvey Pollard<br>318 W. Clinton St.<br>313 | MBS | W. H. Pollard<br>W. H. Pollard<br>W. H. Pollard | Margaret Speake<br>Hugh McDonald<br>John Garrison | ..............<br>UP |
| **MOBILE 9** | WALA | 1410 | 5,000 | Pape Broadcasting Co.<br>106 St. Joseph St.<br>3-3787 | NBC | W. O. Pape<br>H. K. Martin<br>Albert Treadway | ..............<br>..............<br>R. B. Hurley | Headley-Reed<br>Standard<br>AP |
| **MOBILE 2** | WMOB | 1230 | 250 | S. B. Quigley<br>600 St. Louis St.<br>2-4566 | Blue<br>MBS | S. B. Quigley<br>S. B. Quigley<br>F. E. Busby | ..............<br>..............<br>T. L. Greenwood | Sears & Ayer<br>Associated<br>Thesaurus<br>UP |
| **MONTGOMERY 2** | WCOV | 1240 | 250 | Capital Broadcasting Co. Inc.<br>2 Montgomery St.<br>5781 | CBS | G. W. Covington Jr.<br>G. W. Covington Jr.<br>John C. Hughes | M. E. Richards<br>John C. Hughes<br>W. D. Weatherly | Wilson<br>MacGregor<br>Standard<br>INS |
| **MONTGOMERY 2** | WSFA | 1440 | 1,000-LS<br>500-N | Montgomery Bcstg. Co. Inc.<br>Jefferson Davis Hotel<br>8361 | NBC | Howard E Pill<br>Howard E. Pill<br>John B. DeMotte | E. Caldwell Stewart<br>John B. DeMotte<br>C. I. Shelkofsky | Headley-Reed<br>Thesaurus<br>AP |
| **MUSCLE SHOALS** | WLAY | 1450 | 250 | Muscle Shoals Broadcasting Corp.<br>Muscle Shoals<br>Sheffield 1450 | MBS | J. Carl Russell<br>E. J. Sperry<br>E. J. Sperry | Sarah Smith<br>R. Davenport<br>John W. Smith | Sears & Ayer<br>Associated<br>Standard<br>UP |
| **OPELIKA** | WJHO | 1400 | 250-LS<br>100-N | Opelika Auburn Broadcasting Co.<br>1400 Auburn Road<br>856 | MBS | Partnership<br>F. Marion Hyatt<br>James T. Ownby | Hugh Webb<br>Hugh Webb<br>F. Marion Hyatt | ..............<br>UP |
| **SELMA** | WHBB | 1490 | 100 | Selma Broadcasting Co. Inc.<br>209 Washington St.<br>1233 | MBS | B. H. Hopson<br>Julien Smith Jr.<br>Julien Smith Jr. | Erin Reynolds<br>..............<br>T. F. Kelley Jr. | Sears & Ayer<br>Associated |
| **TUSCALOOSA** | WJRD | 1230 | 250 | James R. Doss Jr.<br>First National Bank Bldg. | .... | ..............<br>..............<br>.............. | ..............<br>..............<br>.............. | ..............<br>World<br>INS |

## ARIZONA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representative Transc. Librar News Servic |
|---|---|---|---|---|---|---|---|---|
| **GLOBE** | KWJB | 1240 | 250 | Gila Broadcasting Co.<br>Globe<br>41 | ABC | Louis F. Long<br>Paul Merrill<br>E. S. Shoecraft | Willard Shoecraft<br>Willard Shoecraft<br>Herbert Hartman | ..............<br>UP |
| **JEROME** | KCRJ | 1340 | 250 | Central Arizona Bcstg. Co.<br>Drawer D<br>88 | ABC | W. P. Stuart<br>Erma K. Scholey<br>.............. | ..............<br>..............<br>Wayne Fernyhough | ..............<br>MacGregor |
| **LOWELL** | KSUN | 1230 | 250 | Copper Electric Co. Inc.<br>Naco Rd.<br>Bisbee 9 | Arizona | Carleton W. Morris<br>Carleton W. Morris<br>Carleton W. Morris | Marion C. McKinney<br>Marion C. McKinney<br>Hugh Keyes | ..............<br>AP |
| **PHOENIX** | KOY | 550 | 1,000 | Salt River Valley Broadcasting Co.<br>836 N. Central Ave.<br>4-4144 | CBS<br>Arizona | Burridge D. Butler<br>Harold A. Safford<br>John L. Hogg | John R. Williams<br>Frances C. Myers<br>Francis A. Higgins | Blair<br>World<br>MacGregor<br>Associated<br>John L. Hogg<br>AP, TP |

# WSGN'S

# 4 POWERS

## Assuring Results

**1.** *WSGN, 610 kc.*, covers more counties, according to the N.A.B. Mail and Signal Strength Map, than any other Birmingham station.

**2.** *WSGN, 610 kc.*, covers more counties, according to the One-tenth Mv/m Contour Line Comparison, than any other Birmingham station.

**3.** *WSGN, 610 kc.*, covers more counties, according to the original N.B.C. All-county Survey Method, than any other Birmingham station.

**4.** *WSGN, 610 kc.*, covers more counties, according to a survey made among the farm and labor families, than any other Birmingham station.

*Details to substantiate these claims*
*may be obtained by contacting WSGN*

# WSGN

*Affiliated with The News-Age Herald*

**Birmingham, Alabama** **35th Largest City in the Nation**

**Represented Nationally by Headley-Reed Co.**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
*LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
*(Data corrected to January 1, 1944)*

## ARIZONA—(Continued)

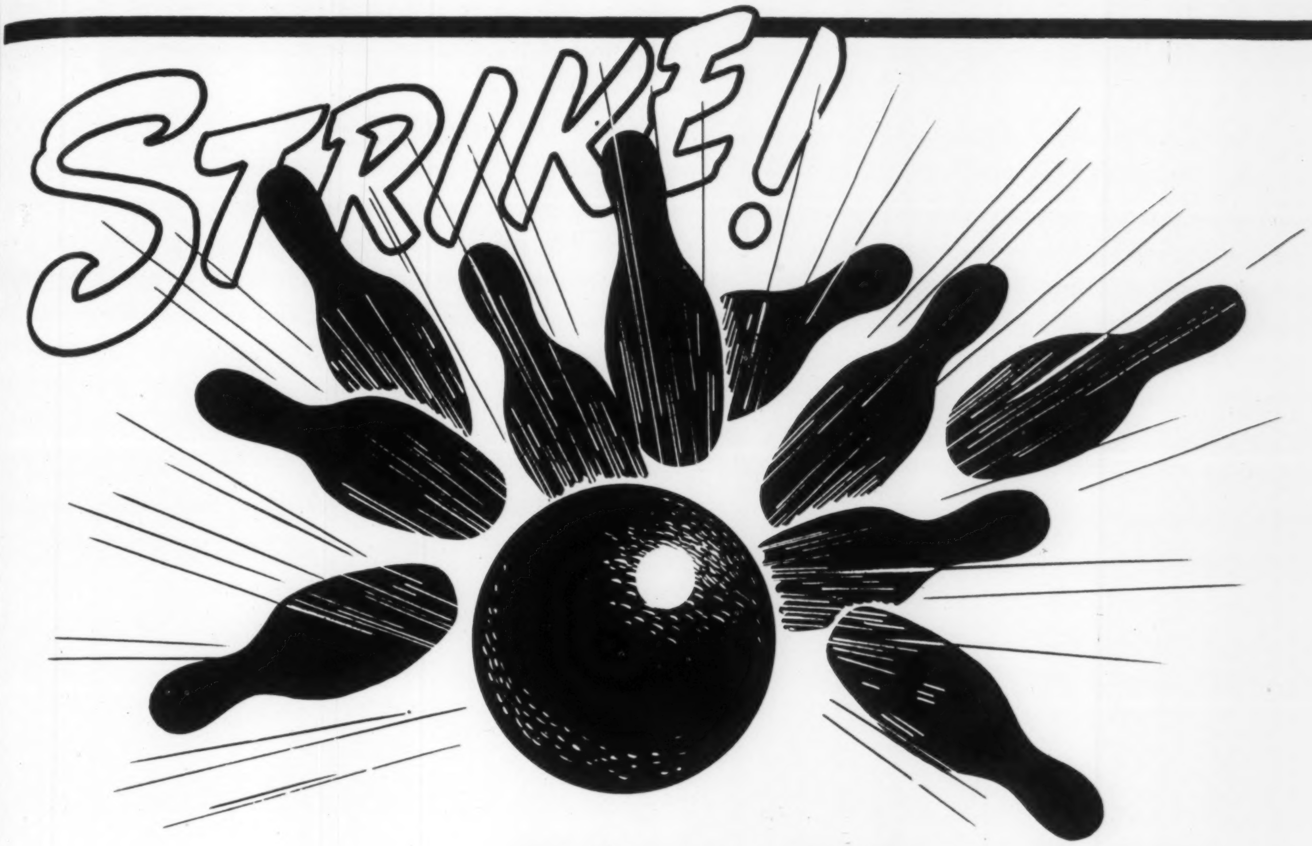
| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representativ Transc. Librar News Servic |
|---|---|---|---|---|---|---|---|---|
| **PHOENIX** | KPHO | 1230 | 250 | M. C. Reese<br>Phoenix<br>3-3197 | Blue | M. C. Reese<br>W. T. Hix<br>W. T. Hix | J. P. Mason<br>J. P. Mason<br>.............. | Pearson<br>Associated<br>INS |
| **PHOENIX** | KTAR | 620 | 5,000 | KTAR Broadcasting Co.<br>Heard Bldg.<br>4-4161 | NBC<br>Blue<br>ABC | Arizona Republic<br>Dick Lewis<br>J. R. Heath | J. Howard Pyle<br>T. M. Pennington<br>Harold Haughawout | Raymer<br>Standard<br>Thesaurus<br>AP, UP |
| **PRESCOTT** | KYCA | 1490 | 250 | Southwest Broadcasting Co.<br>East Gurley St.<br>244 | ABC | Albert Stetson<br>Harold Ritter<br>Harold Ritter | Roberta M. Pfister<br>Byron Lee McCall<br>Frederick R. Blackburn | ............<br>Thesaurus |
| **SAFFORD** | KGLU | 1450 | 250 | Gila Broadcasting Co.<br>Safford<br>15 | NBC<br>ABC | Louis F. Long<br>Paul Merrill<br>Paul Merrill | Norman B. Harrington<br>David R. Worley<br>Herbert Hartman | ............<br>Standard<br>AP, UP |
| **TUCSON** | KTUC | 1400 | 250 | Tucson Broadcasting Co.<br>900 E. Broadway<br>5800 | CBS<br>Arizona | Tucson Broadcasting Co.<br>Lee Little<br>Lee Little | Wayne Sanders<br>Gerald O'Brien<br>Clifford Livingston | ............<br>Associated<br>AP |
| **TUCSON** | KVOA | 1290 | 1,000 | Arizona Broadcasting Co.<br>48 E. Broadway<br>3703 | NBC<br>ABC | R. B. Williams<br>R. B. Williams<br>R. B. Williams | Andrew White<br>W. R. DuBois<br>R. H. Holsclaw | Raymer<br>Thesaurus<br>AP, UP |
| **YUMA** | KYUM | 1240 | 250 | Yuma Broadcasting Co.<br>First St. & 19th Ave.<br>88 | NBC<br>ABC | R. N. Campbell<br>Harper M. Phillips<br>Harper M. Phillips | ..............<br>..............<br>Leavenworth Wheeler | ............<br>Thesaurus<br>AP |

## ARKANSAS

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representativ Transc. Librar News Servic |
|---|---|---|---|---|---|---|---|---|
| **BLYTHEVILLE** | KLCN | 900 | 1,000-D | Fred O. Grimwood<br>Blytheville<br>2093 | .... | Fred O. Grimwood<br>Harold L. Sudbury<br>Harold L. Sudbury | J. T. Sudbury<br>John Hamilton<br>Bob Conner | Pearson<br>Thesaurus<br>UP |
| **EL DORADO** | KELD | 1400 | 250 | Radio Enterprises Inc.<br>Country Club Colony<br>1313 | Blue<br>Arkansas | T. H. Barton<br>Leon Sipes<br>Leon Sipes | Rodney Smith<br>J. R. Duerson<br>Alton W. Hearin | Cox & Tanz<br>Standard<br>INS |
| **FORT SMITH** | KFPW | 1400 | 250 | Southwestern Hotel Co. Inc.<br>1215 Garrison Ave.<br>4106 | Arkansas | John A. England<br>J. E. Garner<br>Bill Slates | Dorothy Gibson<br>Bill Slates<br>John M. Van Horn | ............<br>Thesaurus<br>World<br>AP, UP |
| **HELENA** | KFFA | 1490 | 250 | Helena Broadcasting Co.<br>215 York St.<br>Main 59 | MBS<br>Arkansas | Sam W. Anderson<br>Sam W. Anderson<br>Nita Anderson | Doris Trainer<br>..............<br>Jewel C. Warren | Cox & Tanz<br>UP |
| **HOT SPRINGS** | KTHS<br>SA-Simultaneous operation with WBAL | 1090 | 10,000-LS<br>5,000-N<br>SA-10,000-LS<br>1,000-N | Radio Broadcasting Inc.<br>135 Benton St.<br>1160 | Blue<br>Arizona | John C. McCormack<br>Kenneth K. Kellam<br>Kenneth K. Kellam | Frank A. Browne<br>..............<br>Cecil Suitt | Branham<br>Thesaurus<br>Standard<br>UP |
| **HOT SPRINGS** | KWFC | 1340 | 250 | Clyde E. Wilson<br>819½ Central Ave.<br>412 | MBS | Clyde E. Wilson<br>..............<br>Bob Choate | Julia Lee Crum<br>..............<br>Melvin P. Spann | ............<br>Standard<br>AP |
| **JONESBORO** | KBTM | 1230 | 250 | Regional Broadcasting Co.<br>KBTM Bldg.<br>597 | MBS<br>Arkansas | Jay P. Beard<br>Mrs. Jay P. Beard<br>William H. Cate | Beauton Wood<br>..............<br>.............. | ............ |
| **LITTLE ROCK** | KARK | 920 | 5,000 | Arkansas Radio & Equipment Co. Inc.<br>112 E. Capitol Ave.<br>LD-224 | NBC<br>Arkansas<br>So. Central | T. H. Barton<br>G. E. Zimmerman<br>C. K. Beaver | ..............<br>Julian F. Haas<br>Dan L. Winn | Petry<br>Standard<br>AP, INS |
| **LITTLE ROCK** | KGHI | 1230 | 250 | Arkansas Broadcasting Co.<br>Gazette Bldg.<br>9166 | Blue<br>MBS | A. L. Chilton<br>S. C. Vinsonhaler<br>Bob Rives | Frances Monk<br>Claude Miller<br>K. F. Tracy | Spot Sales<br>Standard |
| **LITTLE ROCK** | KLRA | 1010 | 10,000-LS<br>5,000-N | Arkansas Broadcasting Co.<br>Gazette Bldg.<br>5427 | CBS | A. L. Chilton<br>S. C. Vinsonhaler<br>S. C. Vinsonhaler | Mina Madden<br>Claude Miller<br>K. F. Tracy | Katz<br>Associated<br>UP |
| **PINE BLUFF** | KOTN | 1490 | 250 | Universal Broadcasting Corp.<br>505½ Main St.<br>721 | MBS<br>Arkansas | B. J. Parrish<br>B. J. Parrish<br>R. W. Etter | Ayleene Gregory<br>..............<br>.............. | ............<br>AP |
| **SILOAM SPRINGS** | KUOA | 1290 | 5,000-D | KUOA Inc.<br>Siloam Springs<br>77 | Arkansas | Richard Hodges<br>Storm Whaley<br>Storm Whaley | Gilberta Walton<br>..............<br>Kenneth Maxwell | Walker<br>World<br>UP |
| **TEXARKANA** | KCMC | 1450<br>CP-1230 | 250 | **(See Texarkana, Tex.)** | | | | |

## CALIFORNIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representativ Transc. Librar News Servic |
|---|---|---|---|---|---|---|---|---|
| **BAKERSFIELD** | KERN | 1410 | 1,000 | McClatchy Broadcasting Co.<br>17th & Eye Sts.<br>8-8431 | Blue | Eleanor McClatchy<br>Deane Banta<br>Deane Banta | Marian Gresham<br>Richard Brothers<br>Luverne Shatto | Raymer<br>Associated<br>Standard<br>AP |
| **BAKERSFIELD** | KPMC | 1560 | 1,000 | Pioneer Mercantile Co.<br>Box 1709<br>8-8581 | MBS<br>Don Lee | Pioneer Mercantile Co.<br>L. A. Schamblin<br>L. A. Schamblin | C. C. Sturm<br>Art Mason<br>L. P. Jarvis | Blair<br>Thesaurus<br>Associated<br>UP |



# TEN ON 1010

**10,000 WATTS DAYTIME**
**5,000 WATTS NIGHT**

●

For Over Fifteen Years The
**ONLY COLUMBIA STATION In ARKANSAS**

●

## POWER! PRESTIGE! POPULARITY!

# KLRA

**LITTLE ROCK, ARKANSAS**
Affiliated with the ARKANSAS GAZETTE

*National Representatives: THE KATZ AGENCY*

New York • Chicago • Detroit • Atlanta • Kansas City • Los Angeles • Dallas • San Francisco

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station.* *D—Day.* *N—Night.* *ST—Shares Time.* *SH—Specified Hours.* *U—Unlimited.* *CP—Construction Permit Issued.*
*LS—Local Sunset.* *L—Limited Time with Dominant Station.* *SA—Special Authorization.*
*(Data corrected to January 1, 1944)*

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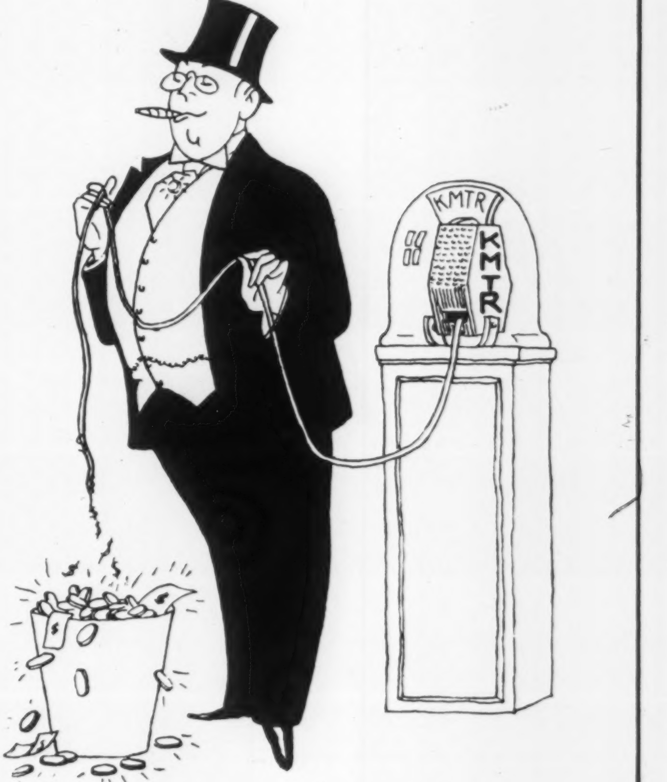
|---|---|---|---|---|---|---|---|---|
| BERKELEY 2....... | KRE | 1400 | 250 | Central California Broadcasters Inc.<br>601 Ashby Avenue<br>Ashberry 7715 | .... | Arthur Westlund<br>Arthur Westlund<br>Don Hambly | Don Hambly<br>..............<br>Phillip McKernan | ..............<br>Standard<br>INS |
| CHICO.............. | KHSL | 1290 | 1,000 | Golden Empire Bcstg. Co. Inc.<br>336 Broadway<br>237 | MBS<br>Don Lee | Hugh McClung<br>M. F. Woodling<br>Henry Watton Jr. | Laurette C. Field<br>Henry Watton Jr.<br>Emory P. Milburn | Grant<br>MacGregor<br>Associated<br>Standard<br>UP |
| EL CENTRO........ | KXO | 1490 | 100 | Valradio Inc.<br>793 Main Street<br>1100 | MBS<br>Don Lee | Thomas E. Sharp<br>Kenneth H. Thornton<br>Belle Hovey | Jean Jordan<br>Kenneth Thornton<br>{James R. Coin<br>{LeRoy Bellwood | Raymer<br>Associated<br>Standard |
| EUREKA............ | KIEM | 1480 | 1,000 | Redwood Broadcasting Co. Inc.<br>Box 43<br>93 | MBS<br>Don Lee | William B. Smullin<br>William B. Smullin<br>Betty Lundeen | Charles Paul Corbin<br>Violet Susan<br>Alvor E. Olson | Blair<br>World<br>MacGregor<br>Associated<br>UP |
| FRESNO 1.......... | KARM | 1430 | 5,000 | KARM, The George Harm Station<br>1333 Van Ness Ave.<br>4-2966 | CBS | Mrs. Hattie Harm<br>Clyde F. Coombs<br>Ned L. Brown | Ralph B. Bunje<br>Eldora Roth<br>John F. Scales | Petry<br>Associated<br>Standard<br>AP, INS. |
| FRESNO 1 .......... | KFRE | 1340 | 250 | J. E. Rodman<br>T. W. Patterson Bldg.<br>4-5001 | MBS<br>Don Lee | J. E. Rodman<br>Paul R. Bartlett<br>Paul R. Bartlett | Gene Chenault<br>Frances Quinn<br>Sheldon Anderson | ..............<br>World<br>Associated<br>UP |
| FRESNO 22......... | KMJ | 580 | 5,000 | McClatchy Broadcasting Co.<br>1559 Van Ness<br>3-6277 | NBC | Eleanor McClatchy<br>Keith B. Collins<br>Robert A. Street | Andrew Patterson<br>Connie Marill<br>William N. Wallace | Raymer<br>Thesaurus<br>MacGregor<br>Associated<br>UP |
| GLENDALE 6....... | KIEV | 870 | 250-D | Cannon System Ltd.<br>102 N. Glendale Ave.<br>Chapman 5-2388 | .... | {D. Cannon<br>{R. Callister<br>L. W. Peters<br>L. W. Peters | Clyde Cadwell<br>..............<br>Leland Gustafson | ..............<br>UP |
| LONG BEACH....... | KFOX | 1280 | 1,000 | Nichols and Warriner Inc.<br>220 E. Anaheim St.<br>672-81 | .... | Hal G. Nichols<br>Hal G. Nichols<br>Lawrence W. McDowell | Hal G. Nichols<br>..............<br>Lawrence W. McDowell | Biddick<br>Lang-Worth<br>Standard<br>UP |
| LONG BEACH 2..... | KGER | 1390 | 5,000 | Consolidated Broadcasting Corp.<br>435 Pine Ave.<br>660-41 | .... | C. Merwin Dobyns<br>C. Merwin Dobyns<br>Lee Wynne | ..............<br>Thomas Hunter<br>Ronald Oakley | Spot Sales<br>World<br>MacGregor<br>Lang-Worth<br>Standard<br>AP |
| LOS ANGELES 4.... | KECA | 790 | 5,000 | Earle C. Anthony Inc.<br>141 N. Vermont Ave.<br>Fairfax 2121 | Blue | Earle C. Anthony<br>William B. Ryan<br>Clyde Scott | John I. Edwards<br>J. G. Paltridge<br>{C. W. Mason<br>{H. L. Blatterman | Free & Peters<br>Associated<br>Lang-Worth<br>Standard<br>AP, UP |
| LOS ANGELES 5.... | KFAC | 1330 | 1,000 | Los Angeles Broadcasting Co. Inc.<br>645 S. Mariposa Ave.<br>Fitzroy 1231 | .... | {E. L. Cord<br>{Calvin J. Smith<br>Calvin J. Smith<br>Calvin J. Smith | Don C. Otis<br>Calvin J. Smith<br>Owen J. Ford | ..............<br>Associated<br>AP |
| LOS ANGELES 4.... | KFI | 640 | 50,000 | Earle C. Anthony Inc.<br>141 N. Vermont Ave.<br>Fairfax 2121 | NBC | Earle C. Anthony<br>William B. Ryan<br>Clyde Scott | John I. Edwards<br>J. G. Paltridge<br>{C. W. Mason<br>{H. L. Blatterman | Petry<br>MacGregor<br>Associated<br>Lang-Worth<br>Standard<br>UP |
| LOS ANGELES 26... | *KFSG | 1150<br>ST-KRKD | 2,500-LS<br>1,000-N | Echo Park Evangelistic Assn.<br>1100 Glendale Blvd.<br>Exposition 1141 | .... | Aimee Semple McPherson<br>Dr. Giles N. Knight<br>.............. | Rev. Jack Carmaine<br>..............<br>Myron E. Kluge | ..............<br>UP |
| LOS ANGELES 5.... | KFVD | 1020<br>L-KDKA | 1,000 | Standard Broadcasting Co.<br>338 S. Western Ave.<br>Drexel 2391 | .... | Frank Burke<br>Frank Burke<br>F. J. Smalley, Jr. | Howard Gray<br>..............<br>William Gass | ..............<br>Lang-Worth<br>UP |
| LOS ANGELES...... | KFWB<br>(Hollywood 28) | 980 | 5,000 | Warner Bros. Broadcasting Corp.<br>5833 Fernwood Ave.<br>Hempstead 5151 | .... | Louis J. Halper<br>Harry Maizlish<br>.............. | William V. Ray<br>..............<br>Harry Myers | Rambeau<br>AP, INS, TP,<br>UP, Reuters |
| LOS ANGELES 15... | KGFJ | 1230 | 100 | Ben S. McGlashan<br>1417 S. Figueroa St.<br>Prospect 2434 | .... | Ben S. McGlashan<br>Thelma Kirchner<br>Thelma Kirchner | Carolyn Caro<br>Thelma Kirchner<br>Homer Obuchon | ..............<br>Associated<br>Standard<br>INS |
| LOS ANGELES...... | KHJ<br>(Hollywood 38) | 930 | 5,000 | Don Lee Broadcasting System<br>5515 Melrose Ave.<br>8111 | MBS<br>Don Lee | Thomas S. Lee<br>Lewis Allen Weiss<br>Sydney B. Gaynor | Van C. Newkirk<br>Fair Taylor<br>Frank M. Kennedy | Blair<br>World<br>Associated<br>AP, INS |
| LOS ANGELES...... | KMPC<br>(Beverly Hills) | 710 | 10,000 | KMPC, The Station of the Stars Inc.<br>5939 Sunset Blvd.<br>Bradshaw 2-4411 | .... | G. A. Richards<br>Robert O. Reynolds<br>Herbert H. Wixson | Howard M. Rhines<br>Willard W. Hanes<br>James Lashaum, acting | Raymer<br>Thesaurus<br>Associated<br>AP, UP |
| LOS ANGELES...... | KMTR<br>(Hollywood 38) | 570 | 1,000 | KMTR Radio Corp.<br>1000 Cahuenga Blvd.<br>Hillside 1161 | .... | Reed Callister<br>Kenneth O. Tinkham<br>Kenneth O. Tinkham | Kenneth O. Tinkham<br>Kenneth O. Tinkham<br>Peter Wilson | Burn-Smith<br>Lang-Worth<br>Standard<br>INS |
| LOS ANGELES 28... | KNX | 1070 | 50,000 | Columbia Broadcasting System Inc.<br>6121 Sunset Blvd.<br>Hollywood 1212 | CBS | CBS-Donald W. Thornburgh<br>Donald W. Thornburgh<br>J. A. Morton | Hal Hudson<br>{Jack O'Mara<br>{Ralph Taylor<br>Lester H. Bowman | Radio Sales<br>Associated<br>Lang-Worth<br>AP, UP |

# "TOPS"

## AT TOP OF THE DIAL

THE AFFLUENT SPONSOR on the right is cashing in on a wise investment. His KMTR spots brought back a tidal wave of a tidy sum. Convenient, too. Twenty-four hours a day operation at the "top of the dial" earns money for him even while he sleeps. And he sleeps well, knowing that KMTR completely blankets the Southern California Market both night and day. And don't underrate that So. Cal. Market. There are three and a half million money-making spenders looking for something to buy. And they buy the things that KMTR offers for sale.

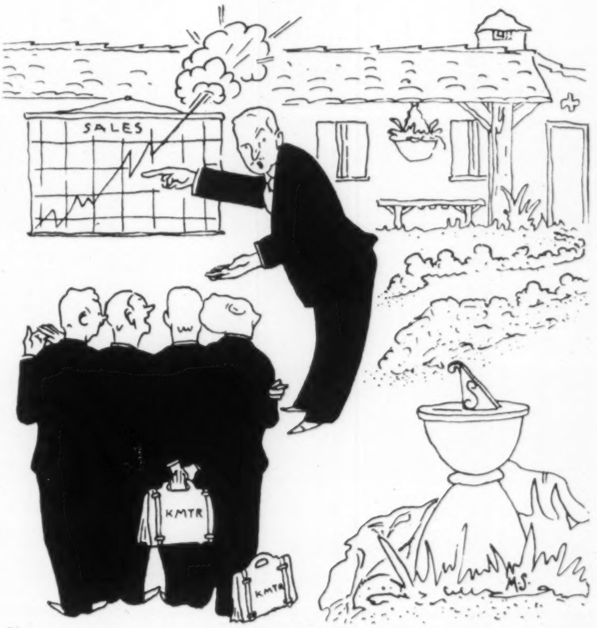
What would you like to sell?



# KMTR

## HOLLYWOOD

**570 K.C. — TOP OF DIAL**



KEN TINKHAM, the general manager, has been raising the roof about an unsold 3%. That native California sales crew he's talking to, has grown "rich" on an unbelievable sales record. There's really no trick to it. They're simply selling a station with the lowest possible "per-listener" cost. Why not drop Tinkham a note and ask for the new rate card? That 3% is still available and those three and one half million money-making spenders are still looking for something to buy.

# ...Radio's Best Buy "per Listener" In Southern California...

**NATIONAL REPRESENTATIVES — BURN-SMITH CO., INC.**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
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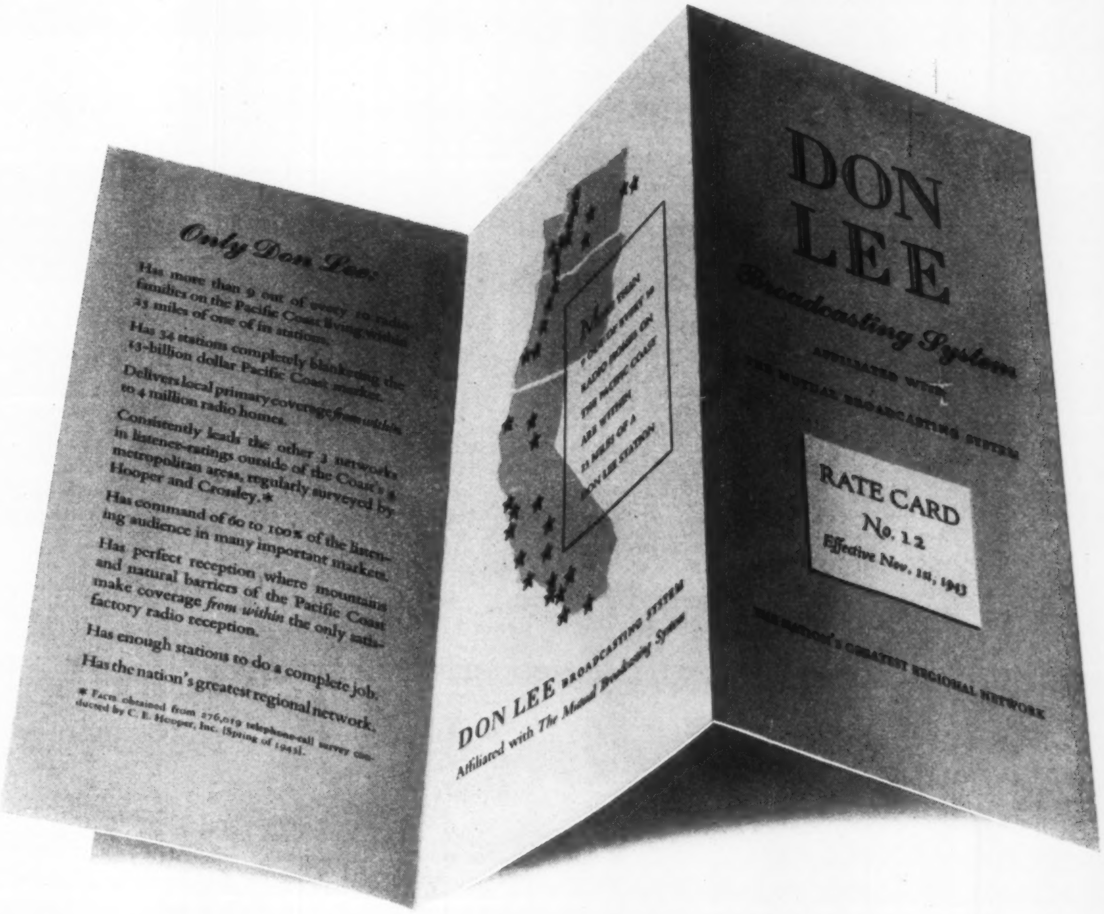
|---|---|---|---|---|---|---|---|---|
| **LOS ANGELES 13...** | KRKD | 1150<br>ST-KFSG | 2,500–LS<br>1,000–N | Radio Broadcasters Inc.<br>541 S. Spring St.<br>Tucker 7111 | .... | Frank P. Doherty<br>Ned Connor<br>Ned Connor | Venna Taylor<br>Ned Connor<br>Willis O. Freitag | ..............<br>INS, TP |
| **MARYSVILLE.......** | KMYC | 1450 | 250 | Marysville-Yuba City Bcstrs. Inc.<br>Box 631<br>2080 | MBS<br>Don Lee | H. E. Thomas<br>Joe D. Carroll<br>Joe D. Carroll | Ruth Parmeter<br>Tommie Johnson<br>Bud Ballard | Grant<br>Associated<br>Standard<br>UP |
| **MERCED..........** | KYOS | 1490 | 250 | Merced Broadcasting Co.<br>Box 717<br>1430 | MBS<br>Don Lee | Hugh McClung<br>Mel Marshall<br>Karl Kreuger | Jack Church<br>George Spelvin<br>Malcolm R. Beavers | Grant<br>Associated<br>Standard<br>MacGregor<br>UP |
| **MODESTO..........** | KTRB | 860 | 1,000 | KTRB Broadcasting Co. Inc.<br>Norwegian Ave.<br>774 | .... | William H. Bates Jr.<br>William H. Bates Jr.<br>Doug McCreary | Cecil Lynch<br>Doug McCreary<br>William H. Bates Jr. | Biddick<br>Grant<br>Griffith<br>INS |
| **MONTEREY........** | KDON | 1240 | 250 | Monterey Peninsula Bcstg. Co.<br>275 Pearl St.<br>8501 | MBS<br>Don Lee | Paul H. Caswell<br>Howard V. Walters<br>Bernard E. Cooney | Howard V. Walters<br>Don Ferguson<br>Edward C. Duty Jr. | Grant<br>Associated<br>Standard<br>UP |
| **OAKLAND 12.......** | KLS | 1310 | 1,000 | Warner Brothers<br>327 21st St.<br>Higate 1212 | .... | S. W. Warner<br>F. Wellington Morse<br>.............. | Catherine de Costa<br>..............<br>Howard Falknor | Biddick<br>INS |
| **OAKLAND 4........** | KLX | 910 | 1,000 | Tribune Building Co.<br>Tribune Tower<br>Templebar 6000 | .... | Joseph R. Knowland Jr.<br>Adriel Fried<br>Adriel Fried | Ed Calder<br>{Howard Wilson<br>{Robert Kimball<br>Ros Smith | McGillvra<br>World<br>AP |
| **OAKLAND 12.......** | KROW | 960 | 1,000 | Educational Broadcasting Corp.<br>Radio Center Bldg.<br>Glencourt 6774 | .... | W. I. Dumm<br>Philip G. Lasky<br>Philip G. Lasky | Bert Winn<br>Wallace Elliott<br>C. E. Downey | Free & Peters<br>Lang-Worth<br>Standard |
| **PASADENA.........** | KPAS | 1110 | 10,000 | Pacific Coast Broadcasting Co.<br>1401 S. Oak Knoll<br>Ryan 1-6991 | .... | J. Frank Burke Sr.<br>Loyal K. King<br>J. Frank Burke Jr. | Loyal K. King<br>..............<br>Jack Reader | McGillvra<br>Associated<br>Lang-Worth<br>INS |
| **PASADENA 1.......** | *KPPC | 1240-SH | 100 | Pasadena Presbyterian Church<br>585 E. Colorado St.<br>Sycamore 3-2193 | .... | ..............<br>Rev. George E. Petrie<br>.............. | Leon Hall<br>..............<br>N. Vincent Parson | .............. |
| **PASADENA 1.......** | KWKW | 1430 | 1,000–D | Southern California Bcstg. Co.<br>425 E. Green<br>Ryan 1-6744 | .... | Marshall S. Neal<br>Howard L. Tullis<br>Bob Atkinson | Paul Allison<br>..............<br>Paul W. Spargo | ..............<br>Standard<br>UP |
| **REDDING..........** | KVCV | 1230 | 250 | Golden Empire Broadcasting Co.<br>Box 559<br>1646 | MBS<br>Don Lee | Hugh McClung<br>Ralph R. Bryan<br>Fred M. Stuelpnagel | Charles Castor<br>Janice Bryan<br>Roy D. Will | Grant<br>MacGregor<br>Associated<br>Standard<br>UP |
| **RIVERSIDE.........** | KPRO | 1440 | 1,000 | Broadcasting Corp. of America<br>3401 Russell St.<br>6290 | .... | W. L. Gleeson<br>H. W. Wilson<br>.............. | Fred Hammond<br>H. W. Wilson<br>Ray Birch | Biddick<br>McGillvra<br>Associated<br>World<br>AP, INS |
| **SACRAMENTO 4....** | KFBK | 1530 | 10,000 | McClatchy Broadcasting Co.<br>708 Eye St.<br>2-5011 | Blue | Eleanor McClatchy<br>Leo O Ricketts<br>Jack Schacht | Howard L. Bailey<br>..............<br>Stam Sronce | Raymer<br>Thesaurus<br>Associated<br>AP, UP |
| **SACRAMENTO 14...** | KROY | 1240 | 100 | Royal Miller Radio<br>Hotel Sacramento Bldg.<br>3-2525 | CBS | Royal Miller Radio<br>Mrs. Royal Miller<br>.............. | H. Shelton Earp Jr.<br>Marjorie Kohl<br>Howard Martineau | McGillvra<br>Biddick<br>Associated<br>Standard<br>INS |
| **SAN BERNARDINO..** | KFXM | 1240 | 250 | Lee Bros. Broadcasting Co.<br>512 Fifth St.<br>4761 | MBS<br>Don Lee | J. C. & E. W. Lee<br>Maury A. Vroman<br>Maury A. Vroman | Howard Baichly<br>M. Austin King<br>Richard T. Sampson | Blair<br>Associated<br>Standard<br>INS |
| **SAN DIEGO 1.......** | KFMB | 1450 | 250 | Worcester Broadcasting Corp.<br>1375 Pacific Blvd.<br>Main 2114 | Blue | {Jack O. Gross<br>{O. L. Taylor<br>Jack O. Gross<br>Jack O. Gross | Charles Granville<br>John Eves<br>Charles A. Cooper | Rambeau<br>Standard<br>AP |
| **SAN DIEGO........** | KFSD | 600 | 1,000 | Airfan Radio Corp. Ltd.<br>326 Broadway<br>Franklin 6353 | NBC | Thomas E. Sharp<br>Thomas E. Sharp<br>John Babcock | Leah McMahon<br>John Babcock<br>.............. | Raymer<br>Thesaurus<br>UP |
| **SAN DIEGO 1.......** | KGB | 1360 | 1,000 | Don Lee Broadcasting System<br>1017 First Avenue<br>Franklin 6151 | MBS<br>Don Lee | Thomas S. Lee<br>F. D. Ide<br>William A. Evans | James Dillon<br>..............<br>William G. Collins | Blair<br>World<br>Associated<br>AP |
| **SAN FRANCISCO 9..** | KFRC | 610 | 5,000 | Don Lee Broadcasting System<br>1000 Van Ness Ave.<br>Prospect 0100 | MBS<br>Don Lee | Thomas S. Lee<br>Dan J. Donnelly<br>Dan J. Donnelly | Edward Patrick Kelly<br>Bunty F. Keyser<br>James J. McArdle | Blair<br>World<br>Associated<br>AP, INS |
| **SAN FRANCISCO 2..** | KGO | 810 | 7,500 | Blue Network Co. Inc.<br>Taylor & O'Farrell Sts.<br>Graystone 6565 | Blue | Blue Network<br>Don Searle<br>L. Ray Rhodes | Robert E. Dwan<br>Robert H. Wesson<br>T. B. Palmer | Blue Spot<br>Thesaurus<br>Associated<br>Standard<br>AP, INS, UP |
| **SAN FRANCISCO 5..** | KJBS | 1100<br>L-WTAM | 500 | Julius Brunton & Sons Co.<br>1470 Pine St.<br>Ordway 4148 | .... | Ralph R. Brunton<br>E. P. Franklin<br>.............. | Jack Irving<br>..............<br>E. J. Dold | Rambeau<br>Griffith<br>Associated<br>Standard<br>INS, UP |



*Only Don Lee:*

Has more than 9 out of every 10 radio families on the Pacific Coast living within 25 miles of one of its stations.

Has 34 stations completely blanketing the $3-billion dollar Pacific Coast market.

Delivers local primary coverage *from within* to 4 million radio homes.

Consistently leads the other 3 networks in listener-ratings outside of the Coast's 8 metropolitan areas, regularly surveyed by Hooper and Crossley.*

Has command of 60 to 100% of the listening audience in many important markets.

Has perfect reception where mountains and natural barriers of the Pacific Coast make coverage *from within* the only satisfactory radio reception.

Has enough stations to do a complete job.

Has the nation's greatest regional network.

* Facts obtained from 276,019 telephone-call survey conducted by C. E. Hooper, Inc. (Spring of 1943).

More than 9 out of every 10 radio homes on the Pacific Coast are within 25 miles of a Don Lee station

DON LEE BROADCASTING SYSTEM
Affiliated with *The Mutual Broadcasting System*

DON LEE
*Broadcasting System*
AFFILIATED WITH
THE MUTUAL BROADCASTING SYSTEM

RATE CARD
No. 12
*Effective Nov. 1st, 1943*

THE NATION'S GREATEST REGIONAL NETWORK

# *Passport to the Pacific Coast*

The term "passport" is not used loosely here. This is Don Lee's new rate card and it's your passport to the radio homes on the Pacific Coast... in fact *you can't get in all the Pacific Coast radio homes without Don Lee.* A recent Hooper radio survey (the largest ever made on the Pacific Coast) proves it conclusively. The mountains (5,000 to 15,000 feet high) form a natural barrier to all *long range* broadcasting. Only Don Lee provides *local primary coverage* because more than 9 out of every 10 Pacific Coast radio families live within 25 miles of a Don Lee station. More than half of the retail sales, on the Pacific Coast, are made *outside* of the counties in which the regularly Hooper rated cities are located.* In many of these markets Don Lee commands from 60 to 100% of the total tune-in.

**Sales Management Survey of Buying Power, May 10, 1943*

*Mutual*
**DON LEE**

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres., General Mgr.
5515 MELROSE AVE., HOLLYWOOD 38, CALIF.
Represented Nationally by John Blair & Co.

THE NATION'S GREATEST REGIONAL NETWORK

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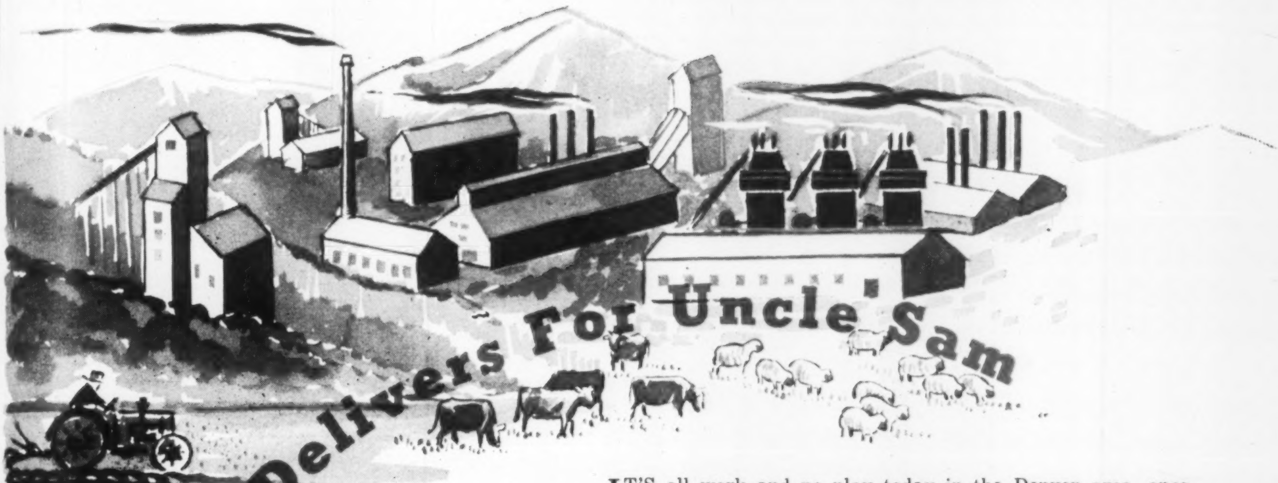
|---|---|---|---|---|---|---|---|---|
| **SAN FRANCISCO 2** | KPO | 680 | 50,000 | National Broadcasting Co. Inc.<br>420 Taylor St.<br>Graystone 8700 | NBC | NBC-John W. Elwood<br>John W. Elwood<br>Alfred W. Crapsey | Ray Buffum<br>Helen Murray<br>George Greaves | NBC Spot<br>Thesaurus<br>MacGregor<br>Associated<br>Standard<br>AP, INS, TP, UP |
| **SAN FRANCISCO 3** | KSAN | 1450 | 250 | Golden Gate Broadcasting Corp.<br>1355 Market St.<br>Market 8171 | .... | S. H. Patterson<br>Jerry Akers<br>Jerry Akers | Don Edward Austin<br>..............<br>N. J. Patterson | ..............<br>Lang-Worth<br>AP, UP |
| **SAN FRANCISCO 6** | KSFO | 560 | 5,000–LS<br>1,000–N | Associated Broadcasters Inc.<br>Mark Hopkins Hotel<br>Exbrook 4567 | .... | W. I. Dumm<br>{Lincoln Dellar<br>{Edward J. Jansen<br>Morton Sidley | Harlan J. Dunning<br>Morton Sidley<br>Royal V. Howard | Weed<br>MacGregor<br>Associated<br>Standard<br>INS, UP |
| **SAN FRANCISCO 3** | KYA | 1260 | 5,000–LS<br>1,000–N | Palo Alto Radio Station Inc.<br>3rd & Market Sts.<br>Douglas 2536 | .... | Don J. Fedderson<br>Don J. Fedderson<br>David Lundy | Jack Williams<br>M. Hood<br>Paul C. Schulz | Spot Sales<br>Associated<br>Standard<br>AP, INS |
| **SAN JOSE** | KQW | 740 | 5,000 | Pacific Agricultural Foundation Ltd.<br>Palace Hotel, San Francisco<br>Exbrook 3233 | CBS | Ralph R. Brunton<br>C. L. McCarthy<br>C. L. McCarthy | Ken Craig<br>Anne Director<br>Ken Owen | Petry<br>Thesaurus<br>Associated<br>Standard<br>INS, UP |
| **SAN LUIS OBISPO** | KVEC | 1230 | 250 | The Valley Electric Co.<br>851 Higuera St.<br>1100 | MBS<br>Don Lee | Christina M. Jacobson<br>Les Hacker<br>Joe Shuttleworth | Clarence Merker<br>Joe Shuttleworth<br>Earle Travis | Griffith<br>Associated<br>Standard<br>AP |
| **SANTA ANA** | KVOE | 1490 | 250 | Voice of the Orange Empire Inc. Ltd.<br>307 N. Broadway<br>4901-R | MBS<br>Don Lee | Ernest L. Spencer<br>Ernest L. Spencer<br>Ernest L. Spender | Wallace S. Wiggins<br>Marjory Marsh<br>Wallace S. Wiggins | Blair<br>MacGregor<br>Associated |
| **SANTA BARBARA** | KDB | 1490 | 250 | Don Lee Broadcasting System<br>1309 State St.<br>4131 | MBS<br>Don Lee | Thomas Lee<br>Fin Hollinger<br>Fin Hollinger | Russell Ireland<br>James S. Blomfield<br>William C. Buckley | Blair<br>World<br>Associated<br>AP |
| **SANTA BARBARA** | KTMS | 1250 | 1,000 | News Press Publishing Co.<br>De la Guerra Plaza<br>6111 | Blue | Thomas M. Storke<br>Louis F. Kroeck<br>Louis F. Kroeck | Frank Weltmer<br>..............<br>Bill McHardie | Raymer<br>AP |
| **SANTA ROSA** | KSRO | 1350 | 1,000 | E. L. Finley Estate<br>Press Democrat Bldg.<br>110 | .... | Ruth Finley, Executrix<br>Wilt Gunzendorfer<br>Wilt Gunzendorfer | Karl Barron<br>Eddie Handley<br>Howard McCauley | Biddick<br>Griffith<br>World<br>Standard<br>AP, UP |
| **STOCKTON 7** | KGDM | 1140 | 5,000 | E. F. Peffer<br>California & Market Sts.<br>4-4551 | CBS | E. F. Peffer<br>E. F. Peffer<br>Edith Smith | Don Ralph<br>..............<br>Lloyd Amoo | Blair<br>World<br>INS, TP |
| **STOCKTON 7** | KWG | 1230 | 100 | McClatchy Broadcasting Co.<br>Hotel Wolf<br>2-2727 | Blue | Eleanor McClatchy<br>George Ross<br>George Ross | Bill Straub<br>..............<br>Lee Berryhill | Raymer<br>Associated<br>Standard<br>UP |
| **VISALIA** | KTKC | 940 | 5,000 | Tulare-Kings Counties Radio Assoc.<br>Box 511<br>575 | Blue | ..............<br>Charles P. Scott<br>Charles Neite | Gerry Erwin<br>Charles P. Scott<br>Bert Williamson | Rambeau<br>Grant<br>Biddick<br>Griffith<br>World<br>Associated<br>Standard<br>AP |
| **WATSONVILLE** | KHUB | 1340 | 250 | Luther E. Gibson<br>Watsonville<br>1700 | .... | Luther E. Gibson<br>Roger R. Hunt<br>Faye Silver | Rex Bowen<br>Don De Wald<br>Harvey Degering | Forjoe<br>Griffith<br>Biddick<br>World<br>AP |

## COLORADO

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **ALAMOSA** | KGIW | 1450-SH | 250 | E. L. Allen<br>Alamosa<br>26 | .... | E. L. Allen<br>E. L. Allen<br>.............. | Kay Allen<br>..............<br>John Gann | ..............<br>TP |
| **COLORADO SPRINGS** | KVOR | 1300 | 1,000 | Out West Broadcasting Co.<br>Antlers Hotel<br>Main 278 | CBS | E. K. Gaylord<br>Everett Shupe<br>Everett Shupe | Zelda Zinn<br>..............<br>H. C. Strang | Katz<br>Thesaurus<br>AP |
| **DENVER 2** | KFEL | 950 | 5,000 | Eugene P. O'Fallon Inc.<br>Albany Hotel<br>Keystone 0178 | MBS | Gene O'Fallon<br>Frank Bishop<br>Mark Crandall | Cecil Seavey<br>Louise Alterman<br>Howard Johnson | Blair<br>Associated<br>Standard<br>AP, TP |
| **DENVER 2** | KLZ | 560 | 5,000 | KLZ Broadcasting Co.<br>Shirley-Savoy Hotel<br>Main 4271 | CBS | E. K. Gaylord<br>Hugh B. Terry<br>Fred C. Mueller Jr. | Peter D. Smythe<br>Roger Rambeaux<br>Harvey Wehrman | Katz<br>MacGregor<br>Associated<br>INS |
| **DENVER 2** | KMYR | 1340 | 250 | F. W. Meyer<br>1626 Stout St.<br>Main 4161 | .... | F. W. Meyer<br>A. G. Meyer<br>Mark Schreiber | Dolores Plested<br>A. G. Meyer<br>Glen James | Rambeau<br>World<br>AP, UP |


Denver Delivers For Uncle Sam

IT'S all work and no play today in the Denver area, once the nation's vacationland. Bombs, bullets, shells, rubber rafts, chemicals, and even ships are some of the products which Denver is delivering to Uncle Sam. The rich mineral veins of Colorado are pouring the lifeblood of vital metals into the fighting heart of America. And Colorado's farms are delivering record quantities of the most basic of all weapons. . . . Food.

# KLZ

*Delivers the*

**DENVER MARKET**

**CBS • 560 Kc.**

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO AND WKY OKLAHOMA CITY ★ REPRESENTED BY THE KATZ AGENCY INC

THE Denver market, twentieth in retail dollar volume among the 187 markets of the U. S. in 1942, is a market of first importance today. Stimulated by the needs of war, its factories, mines, and farms are employing more and producing more than ever before in Colorado history.

This is the market which KLZ serves and sells to today . . . the kind of a market and the kind of a station that makes advertising pay.

Denver Delivers For Advertisers

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station.* *D—Day.* *N—Night.* *ST—Shares Time.* *SH—Specified Hours.* *U—Unlimited.* *CP—Construction Permit Issued.*
*LS—Local Sunset.* *L—Limited Time with Dominant Station.* *SA—Special Authorization.*
*(Data corrected to January 1, 1944)*

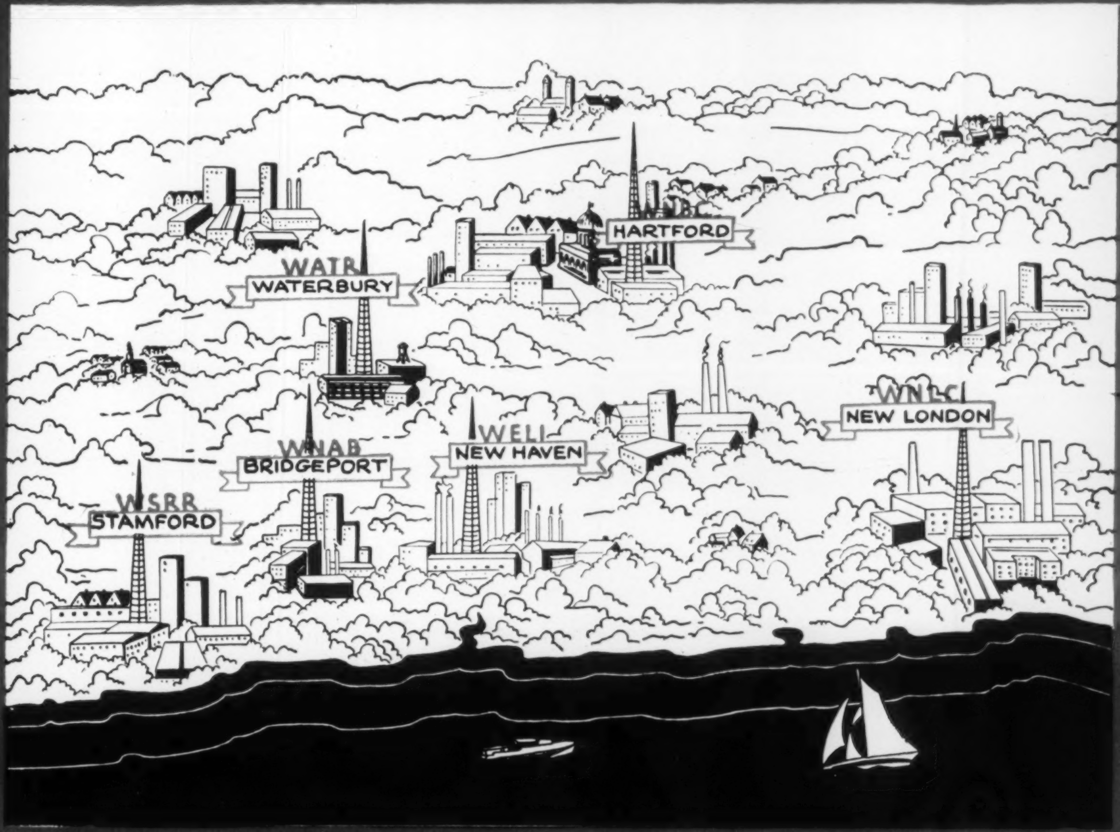
## COLORADO—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **DENVER 2** | KOA | 850 | 50,000 | National Broadcasting Co. Inc.<br>1625 California St.<br>Main 6211 | NBC | NBC-James R. MacPherson<br>James R. MacPherson<br>James MacPherson | Clarence C. Moore<br>Charles Philips<br>Robert H. Owen | NBC Spot<br>Thesaurus<br>MacGregor<br>Associated<br>Standard<br>AP, INS, UP |
| **DENVER 2** | *KPOF | 910<br>ST-KFKA | 1,000 | Pillar of Fire<br>1845 Champa St.<br>Tabor 3733 | .... | Bishop Alma White<br>Arthur K. White<br>.............. | Mrs. Kathleen M. White<br>..............<br>Paul H. Schissler | .............. |
| **DENVER 2** | KVOD | 630 | 5,000 | Colorado Radio Corp.<br>Midland Savings Bldg.<br>Tabor 2291 | Blue | William D. Pyle<br>T. C. Ekrem<br>T. C. Ekrem | V. W. Corbett<br>Ben H. Stanton<br>William D. Pyle<br>T. C. Ekrem | McGillvra<br>Associated<br>MacGregor<br>UP |
| **DURANGO** | KIUP | 1400 | 250 | San Juan Broadcasting Co. Inc.<br>2800 Main Ave.<br>117 | .... | John W. Turner<br>Raymond M. Beckner<br>Raymond M. Beckner | Ray Beckner<br>George O. Cory<br>John L. Antic | ..............<br>TP, UP |
| **GRAND JUNCTION** | KFXJ | 920 | 1,000–LS<br>500–N | Western Slope Broadcasting Co.<br>Grand Junction<br>126 | MBS | ..............<br>Rex Howell<br>Chas. Howell | Mildred Fuller<br>..............<br>Eph Towne | Walker<br>World<br>Associated<br>UP |
| **GREELEY** | KFKA | 910<br>ST-KPOF | 1,000 | Mid-Western Radio Corp.<br>620 8th Ave.<br>450 | MBS | H. E. Green<br>Francis A. Price<br>.............. | Thelma Jordan<br>..............<br>Kenneth Cooper | Walker<br>UP |
| **LA JUNTA** | KOKO | 1400 | 250 | Southwest Broadcasting Co.<br>La Junta<br>42 | .... | Leonard E. Wilson<br>Leonard E. Wilson<br>Leonard E. Wilson | Margaret E. Hiltabidel<br>..............<br>.............. | ..............<br>Standard<br>TP |
| **PUEBLO** | KGHF | 1350 | 500 | Curtis P. Ritchie<br>Pueblo Savings & Trust Co. Bldg.<br>3877 | Blue | Curtis P. Ritchie<br>J. H. McGill<br>Maxson I. Bevens | Fred Amos<br>..............<br>Phil Gundy | Wilson<br>McGillvra(Mar 1<br>World<br>AP |
| **STERLING** | KGEK | 1230-SH | 100 | Elmer G. Beehler<br>Sterling<br>679 | .... | Elmer G. Beehler<br>Elmer G. Beehler<br>Elmer G. Beehler | Mary Beehler<br>..............<br>Elmer G. Beehler | ..............<br>CP |

## CONNECTICUT

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **BRIDGEPORT 1** | WICC | 600 | 1,000–LS<br>500–N | Yankee Network Inc.<br>Hotel Stratfield<br>6-1121 | MBS<br>Yankee | William F. O'Neil<br>John Shepard, 3d<br>Joseph Lopez<br>Norman Whittaker | Florence Ballou Robinson<br>James Powers (Boston)<br>George Keich | Petry<br>Associated<br>Standard<br>AP |
| **BRIDGEPORT 7** | WNAB | 1450 | 250 | Harold Thomas<br>991 Broad St.<br>3-3112 | Blue<br>Connecticut | Harold Thomas<br>Levon Thomas<br>Terry McGough | Jean O'Shea<br>Terry McGough<br>Vincent DeLaurentis | Rambeau<br>Kane<br>Lang-Worth<br>AP |
| **HARTFORD 4** | WDRC | 1360 | 5,000 | WDRC Inc.<br>750 Main St.<br>7-1188 | CBS | Franklin M. Doolittle<br>Franklin M. Doolittle<br>William F. Malo | Walter B. Haase<br>William F. Malo<br>Italo A. Martino | Raymer<br>Foster<br>Thesaurus<br>Associated<br>UP |
| **HARTFORD 4** | WNBC | 1410 | 5,000 | State Broadcasting Corp.<br>54 Pratt St.<br>7-9131 | Blue<br>Connecticut | Patrick J. Goode<br>Richard W. Davis<br>Laurence C. Edwardson | Ralph D. Kanna<br>Ralph D. Kanna<br>Rogers B. Holt | Headley-Reed<br>Bannan<br>Kane<br>Associated<br>Standard<br>UP |
| **HARTFORD 4** | WTHT | 1230 | 250 | Hartford Times Inc.<br>983 Main St.<br>2-0237 | MBS<br>Yankee | Hartford Times-Frank E. Gannett<br>Glover De Laney<br>Fred Beiber | Bob Gillespie<br>..............<br>Chas. S. Masini, acting | McKinney<br>Associated<br>Standard<br>AP |
| **HARTFORD** | WTIC | 1080 | 50,000 | Travelers Bcstg. Service Corp.<br>26 Grove St.<br>2-3181 | NBC<br>New England | Travelers Bcstg. Serv. Corp.<br>Paul W. Morency<br>Walter Johnson | Leonard J. Patricelli<br>J. F. Clancy<br>.............. | Weed<br>World<br>Associated<br>Lang-Worth<br>AP, INS, TP |
| **NEW HAVEN** | WELI | 960 | 1,000–LS<br>500–N | City Broadcasting Corp.<br>221 Orange St.<br>8-1133 | Blue<br>Connecticut | Patrick J. Goode<br>Arde Bulova<br>Dewey H. Long<br>Dewey H. Long | Marion Reynolds<br>..............<br>Frederick T. King | Rambeau<br>Foster<br>Kane<br>World<br>Associated<br>UP |
| **NEW LONDON** | WNLC | 1490 | 250 | Thames Broadcasting Corp.<br>281 State St.<br>4900 | MBS<br>Yankee<br>Connecticut | Roderick L. Morey<br>Gerald J. Morey<br>Ivon B. Newman | Gerald J. Morey<br>Ivon B. Newman<br>Gerald J. Morey | Headley-Reed<br>Foster<br>Kane<br>Associated |
| **STAMFORD** | WSRR | 1400 | 250 | Stephen R. Rintoul<br>270 Atlantic St.<br>4-7575 | Blue<br>Connecticut | Stephen R. Rintoul<br>Harold H. Meyer<br>Harold H. Meyer | Robert Carlyle<br>D. Hay<br>Edward Markman | Wood<br>World<br>UP |
| **WATERBURY** | WATR | 1320 | 1,000 | Harold Thomas<br>71 Grand St.<br>3-5161 | Blue<br>MBS<br>Yankee<br>Connecticut | Harold Thomas<br>Harold Thomas<br>Samuel Elman | Helen Morris<br>Joseph Katz<br>Harold Thomas | Rambeau<br>Associated<br>TP |
| **WATERBURY 89** | WBRY | 1590 | 1,000 | American-Republican Inc.<br>136 Grand St.<br>3-1125 | CBS | William J. Pape<br>Erwin J. Frey<br>H. A. DeVorken | Walter Howard<br>Erwin J. Frey<br>Frank Hales | McGillvra<br>Bannan<br>Associated<br>Thesaurus<br>AP |

# THE CONNECTICUT STATE NETWORK


WDRC
HARTFORD
WATR
WATERBURY
WNLC
NEW LONDON
WNAB
BRIDGEPORT
WELI
NEW HAVEN
WSRR
STAMFORD

## IS THE KEY TO THIS RICH MARKET

**THE NATION'S 15TH LARGEST IN RETAIL SALES ($717,000,000).**

Here are some of the advertisers who use the Connecticut State Network:

BENRUS WATCH COMPANY
ELECTRIC SPECIALTY COMPANY
STAMFORD ROLLING MILLS
MACHLETT COMPANY
SOUTHERN NEW ENGLAND TELEPHONE COMPANY
ELECTRIC BOAT COMPANY

CINAUDAGRAPH CORPORATION
PRINCE GEORGE HOTEL
AUTO ORDNANCE COMPANY
THE HEPPENSTALL COMPANY
ELECTROLUX CORPORATION
SCOVILL MANUFACTURING COMPANY

HIGH STANDARD COMPANY
THE NORWALK COMPANY
CHASE BRASS & COPPER COMPANY
BOTWINIK BROS., INC.
MARSALES COMPANY
UNITED STATES RUBBER CO.

---

NEW YORK.. *Helen Wood* BOSTON.. *Bertha Bannan* H. MEYER, *President*

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
*LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
*(Data corrected to January 1, 1944)*

## DELAWARE

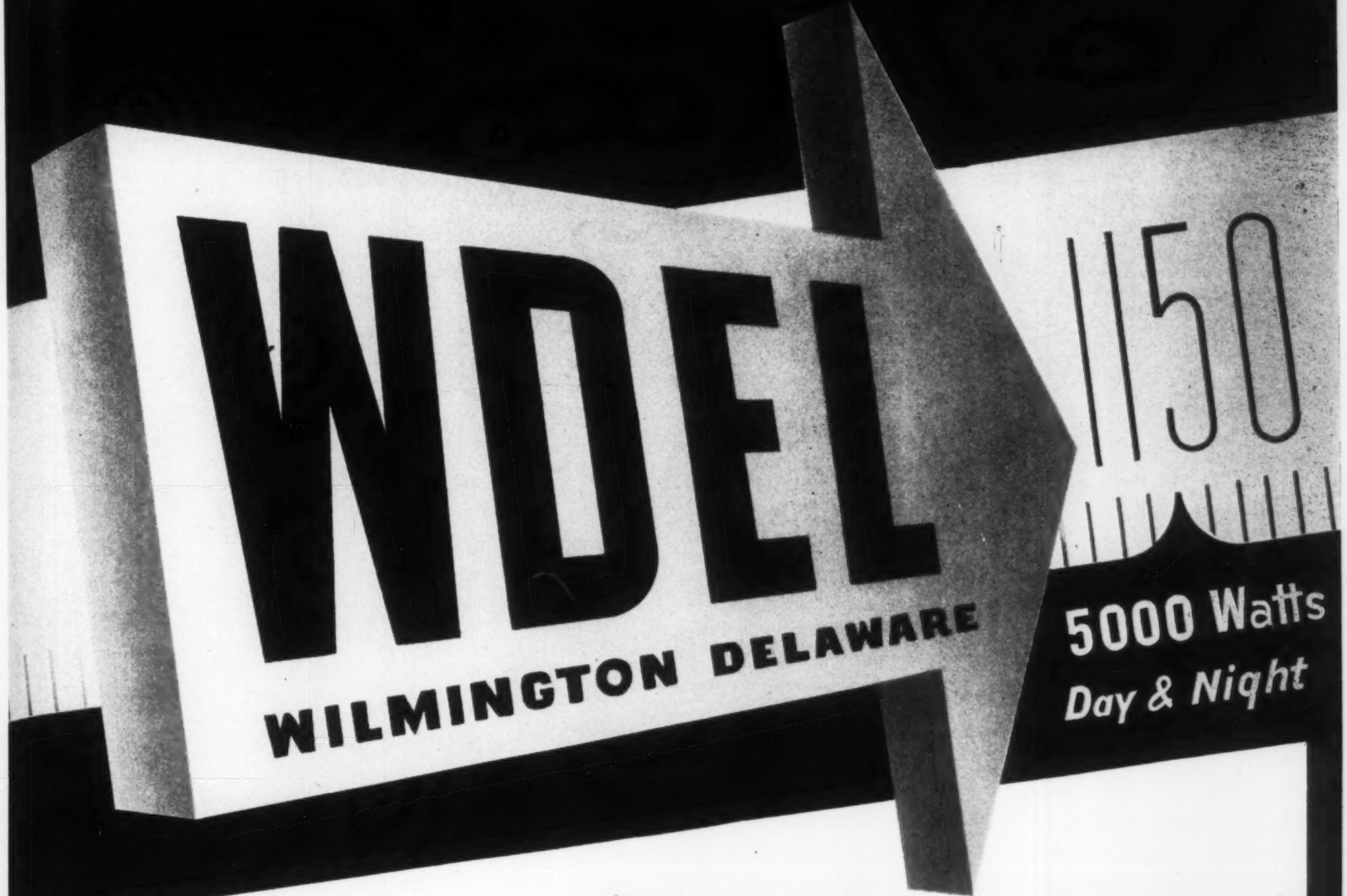
| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| **WILMINGTON** | WDEL | 1150 | 5,000 | WDEL Inc.<br>10th & King Sts.<br>7268 | NBC | Clair R. McCollough<br>J. Gorman Walsh<br>J. Gorman Walsh | Harvey Smith<br>Herman Reitzes<br>J. E. Mathiot | Raymer<br>UP |
| **WILMINGTON** | WILM | 1450 | 250 | Delaware Broadcasting Co.<br>920 King St.<br>7268 | MBS | Clair R. McCollough<br>J. Gorman Walsh<br>J. Gorman Walsh | William Drury<br>A. B. Wright<br>J. E. Mathiot | Raymer<br>Thesaurus<br>UP |

## DISTRICT OF COLUMBIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| **WASHINGTON 1** | WINX | 1340 | 250 | WINX Broadcasting Co.<br>8th & Eye Sts. N. W.<br>Republic 8000 | .... | Lawrence J. Heller<br>Lawrence J. Heller<br>Norman Weill | Richard Barr (acting)<br>Paul L. Heller<br>Ralph E. Cannon Jr. | Forjoe<br>Lang-Worth<br>Standard<br>MacGregor<br>AP, INS |
| **WASHINGTON 5** | WMAL | 630 | 5,000 | Evening Star Broadcasting Co.<br>724 14th St. N. W.<br>National 5400 | Blue | Washington Star<br>K. H. Berkeley<br>Ben B. Baylor Jr. | Jack Edmunds<br>..............<br>Daniel O. Hunter | Blue Spot<br>Thesaurus<br>Standard<br>Associated<br>AP, UP |
| **WASHINGTON 6** | WOL | 1260 | 1,000 | American Broadcasting Co.<br>1627 K St. N. W.<br>Metropolitan 0010 | MBS | Mrs. Helen S. Mark<br>William B. Dolph<br>Henry V. Seay | Madeline Ensign<br>Charles Zurhorst<br>Harry H. Lyon | Spot Sales<br>Associated<br>Standard<br>Lang-Worth<br>TP, UP |
| **WASHINGTON 5** | WRC | 980 | 5,000 | National Broadcasting Co. Inc.<br>724 14th St. N. W<br>Republic 4000 | NBC | NBC-Frank M. Russell<br>Carleton D. Smith<br>Mahlon A. Glascock | Fred Shawn<br>Neal Hathaway<br>Donald Cooper | NBC Spot<br>Thesaurus<br>Associated<br>Standard<br>AP, INS. UP |
| **WASHINGTON 4** | WTOP | 1500 | 50,000 | Columbia Broadcasting System Inc.<br>Earle Bldg.<br>Metropolitan 3200 | CBS | CBS-Earl H. Gammons<br>Carl J. Burkland<br>William D. Murdock | Martin D. Wickett<br>Howard Stanley<br>Clyde M. Hunt | Radio Sales<br>World<br>Associated<br>AP, UP |
| **WASHINGTON 6** | WWDC | 1450 | 250 | Capital Broadcasting Co.<br>1000 Connecticut Ave. N. W.<br>National 7203 | .... | Joseph Katz<br>G. Bennett Larson<br>G. Bennett Larson | Norman Reed<br>G. Bennett Larson<br>Ross Beville | Weed<br>Thesaurus<br>AP |

## FLORIDA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| **DAYTONA BEACH** | WMFJ | 1450 | 250 | W. Wright Esch<br>126½ Magnolia Ave.<br>91 | Blue | W. Wright Esch<br>Mrs. Billee B. Esch<br>Ray Clancy<br>John S. Pitts | Jack Winfree<br>..............<br>William C. Shelton | Cox & Tanz<br>Thesaurus<br>AP |
| **FT. LAUDERDALE** | WFTL | 710 | 10,000 | Ralph A. Horton<br>2700 S. Andrews Ave.<br>1300 | MBS | Ralph A. Horton<br>Stephen A. Vetter<br>Stephen A. Vetter | Don M. Butler<br>Jack Rice<br>Fred R. Clark | Headley-Reed<br>Thesaurus<br>Associated<br>AP |
| **FORT MYERS** | WAAC | 1240 | 250 | Fort Myers Broadcasting Co.<br>WAAC Building<br>818 | CBS | Ronald B. Woodyard<br>J. P. Turner<br>Hugh C. Ernst | June Warner<br>June Warner<br>Harold E. Ritchey | ..............<br>UP |
| **GAINESVILLE 2** | WRUF | 850<br>L-KOA | 5,000<br>SA-5,000–LS<br>100–N<br>after sunset at Denver | University of Florida<br>Gainesville<br>1000 | MBS | State of Florida<br>Maj. Garland Powell<br>S. Lehr Miller | Marion B. Morris<br>Rem James<br>Dr. Palmer H. Craig | Burn-Smith<br>Lang-Worth<br>World<br>UP |
| **JACKSONVILLE** | WJAX | 930 | 5,000–LS<br>1,000–N | City of Jacksonville<br>1 Broadcast Pl.<br>5-5821 | NBC | City of Jacksonville<br>John T. Hopkins III<br>John T. Hopkins III | Evelyn Boote<br>Harry A. Cole<br>John T. Hopkins III | Blair<br>Cummings<br>Associated<br>AP |
| **JACKSONVILLE 2** | WJHP | 1320 | 250 | Metropolis Company<br>500 Laura St.<br>5-7610 | Blue | John H. Perry<br>Wallace A. Walker<br>Ira McK. Koger | ..............<br>..............<br>Beecher Hayford | Perry<br>Lang-Worth<br>UP |
| **JACKSONVILLE 1** | WMBR | 1400 | 250 | Florida Broadcasting Co.<br>118 West Adams St.<br>5-4387 | CBS | Frank King<br>Frank King<br>Glenn Marshall Jr. | Charles M. Stone<br>Glenn Marshall Jr.<br>E. B. Vordermark | Raymer<br>Weed<br>World<br>Lang-Worth<br>UP |
| **JACKSONVILLE 1** | WPDQ | 1270 | 5,000 | Jacksonville Broadcasting Corp.<br>Gulf Life Bldg.<br>5-6781 | MBS | James R. Stockton<br>Robert R. Feagin<br>Frank Taylor Jr. | H. B. Adams<br>Frank Taylor Jr.<br>J. R. Donovan | Hollingbery<br>Standard<br>AP |
| **LAKELAND** | WLAK | 1340 | 250 | Lake Region Broadcasting Co.<br>1412 E. Lime St.<br>2127 | NBC | S. O. Ward<br>S. O. Ward<br>Powell Adams | Nancy Hill<br>Powell Adams<br>William P. Lee | Pearson<br>UP |
| **MIAMI 30** | WIOD | 610 | 5,000 | Isle of Dreams Broadcasting Corp.<br>600 Biscayne Blvd.<br>3-6444 | NBC | D. J. Mahoney<br>James M. LeGate<br>Tom O. McCullough | Robert Fidlar<br>Frank Mallants<br>Wilton Chiles | Hollingbery<br>Cummings<br>Associated<br>Standard<br>AP, INS, UP |
| **MIAMI 31** | WQAM | 560 | 5,000–LS<br>1,000–N | Miami Broadcasting Co.<br>327 N.E. First Ave.<br>2-6121 | CBS | F. W. Borton<br>Fred Mizer<br>Norman MacKay | Hazel McGuire<br>Norman MacKay<br>James Burke Jr. | Blair<br>World<br>UP |



# Listener Loyalty

## pays extra dividends to WDEL ADVERTISERS

➡ WDEL has long been a potent force in the lives of the people living in the communities it serves. It covers a market that is normally one of America's wealthiest—now with sales soaring due to the greatly increased population brought here by its many war industries. Diversified, rich in industry and agriculture, WDEL's market includes Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

Your advertising dollars are well-spent on this vital station—whether you're advertising for more sales today or to build good-will and influence for tomorrow in the post war years.

**WDEL**

**NBC BASIC NETWORK**

REPRESENTED BY

**RAYMER**

NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
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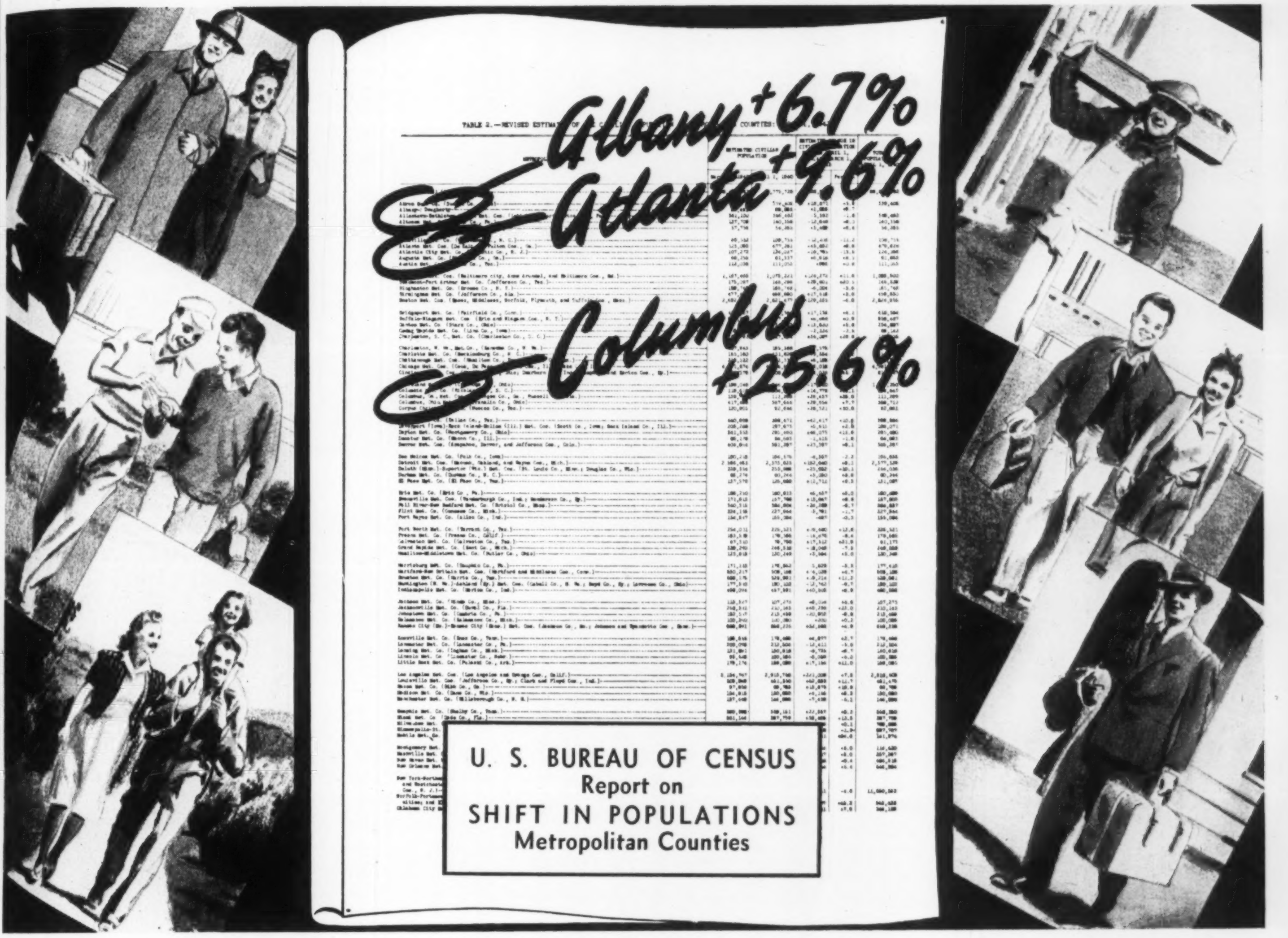
*(Data corrected to January 1, 1944)*

## FLORIDA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| **MIAMI BEACH** | WKAT | 1360 | 1,000 | A. Frank Katzentine<br>1759 N. Bay Rd.<br>5-7471 | Blue | A. Frank Katzentine<br>John C. McCloy<br>Alex Campbell Jr. | John C. McCloy<br>Alex Campbell Jr.<br>Arthur P. Smith<br>Thomas T. Magee | Spot Sales<br>Associated<br>INS, UP, Reuters |
| **OCALA** | WTMC | 1490 | 250 | Ocala Broadcasting Co. Inc.<br>1 Broadcast Place<br>128 | Blue | John H. Perry<br>T. S. Gilchrist Jr.<br>T. S. Gilchrist Jr. | Wilma Drum<br>..............<br>Beecher Hayford | Perry<br>Standard<br>UP |
| **ORLANDO** | WDBO | 580 | 5,000 | Orlando Broadcasting Co. Inc.<br>559 N. Orange Ave.<br>6181 | CBS | Col. George C. Johnston<br>Col. George C. Johnston<br>W. G. McBride | W. G. McBride<br>W. G. McBride<br>J. E. Yarbrough | Blair<br>Cummings<br>World<br>Associated<br>UP |
| **ORLANDO** | WLOF | 1230 | 250 | Hazlewood Inc.<br>Box 1991<br>8163 | Blue | Wm. Joe Sears Jr.<br>Victor Buisset<br>.............. | ..............<br>..............<br>.............. | Burn-Smith<br>Thesaurus<br>INS |
| **PALM BEACH** | WWPG | 1340 | 250 | Palm Beach Broadcasting Corp.<br>South Ocean Blvd.<br>2-1515 | Blue<br>MBS | Charles E. Davis<br>Mary J. McDaniel<br>.............. | ..............<br>..............<br>Paul L. McGinty | ..............<br>AP |
| **PANAMA CITY** | WDLP | 1230 | 250 | Panama City Broadcasting Co.<br>First & Mercer St.<br>777 | .... | John H. Perry<br>Virgil G. Evans<br>Virgil G. Evans | Dorothy Story<br>Virgil G. Evans<br>Alberta McKenzie | Perry<br>Standard<br>UP |
| **PENSACOLA** | WCOA | 1370 | 1,000–LS<br>500–N | Pensacola Broadcasting Co.<br>San Carlos Hotel<br>4111 | NBC | John H. Perry<br>Jack Rathbun<br>Jack Rathbun | Gene Kirby<br>..............<br>G. E. Mead | Perry<br>Associated<br>UP |
| **ST. AUGUSTINE** | WFOY | 1240 | 250 | Fountain of Youth Bcstg. Co.<br>Fountain of Youth Park<br>1400 | CBS | Glenn Marshall Jr.<br>J. Allen Brown<br>J. Allen Brown | Miss Frankie Collyer<br>J. Allen Brown<br>Pat Bernhard | ..............<br>UP |
| **ST. PETERSBURG** | WSUN | 620 | 5,000 | City of St. Petersburg, Fla.<br>Box 240<br>4747 | Blue | City of St. Petersburg<br>Norman E. Brown<br>Vera M. New | Louis J. Link<br>Norman E. Brown<br>Louis J. Link | Weed<br>Associated<br>UP |
| **ST. PETERSBURG** | WTSP | 1380 | 1,000–LS<br>500–N | Pinellas Broadcasting Co.<br>470 First Ave. S.<br>8108 | MBS | Nelson Poynter<br>Lex L. D. Herron<br>Mildred LaGrange | Harnold Falconnier<br>Mildred LaGrange<br>William Mangold | McGillvra<br>Associated<br>UP |
| **SARASOTA** | WSPB | 1450 | 250 | WSPB Inc.<br>Box 1110<br>2541 | CBS | R. C. Jones Jr.<br>John B Browning<br>John B. Browning | Gertrude W. Browning<br>..............<br>William A. Sheetz | ..............<br>World<br>UP |
| **TALLAHASSEE** | WTAL | 1340 | 250 | Capital City Broadcasting Corp.<br>Thomasville Road<br>2160 | .... | Mrs John H. Phipps<br>Teresa M. Myers<br>Clarice M. Parker | Millie W. Johansen<br>William A. Snowden Jr.<br>William A. Snowden Jr. | ..............<br>AP, UP |
| **TAMPA 2** | WDAE | 1250 | 5,000 | Tampa Times Co.<br>Tampa Terrace Hotel<br>M-1818 | CBS | David E. Smiley<br>L. S. Mitchell<br>L. S. Mitchell | Kenneth W. Skelton<br>Carl P. Oswald<br>William Pharr Moore | Katz<br>World<br>AP |
| **TAMPA 1** | WFLA | 970 | 5,000–LS<br>1,000–N | The Tribune Co.<br>Seminole Bldg.<br>H-1828 | NBC | E. Thomason<br>W. Walter Tison<br>W. Walter Tison | Paul M. Jones<br>..............<br>Joe M. Mitchell | Blair<br>Cummings<br>Thesaurus<br>Lang-Worth<br>MacGregor<br>UP |
| **WEST PALM BEACH** | WJNO | 1230 | 250 | WJNO Inc.<br>1415 Okeechobee Rd.<br>3638 | CBS | Marshall Heminway<br>Stephen P. Willis<br>Stephen P. Willis | Larry Roller<br>Stephen P. Willis<br>E. Whitt MacDowell | Radio Adv.<br>Thesaurus<br>UP |

## GEORGIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| **ALBANY** | WALB | 1590 | 1,000 | Herald Publishing Co.<br>138 Pine Ave.<br>1590 | MBS | H. T. McIntosh<br>Roger O. Van Duzer<br>J. D. Porter | Roger Van Duzer<br>J. D. Porter<br>DeForest T. Layton | Burn-Smith<br>Cook<br>Associated<br>AP |
| **ALBANY** | WGPC | 1450 | 250 | Albany Broadcasting Co.<br>125½ N. Jackson St.<br>1371 | CBS | J. W. Woodruff Jr.<br>Abner M. Israel<br>Abner M. Israel | Margaret U. Kinnett<br>Edward Gibson<br>Charles Monroe Kinnett | ..............<br>Lang-Worth<br>UP |
| **ATHENS** | WGAU | 1340 | 250 | J. K. Patrick & Co.<br>Bobbin Mill Rd.<br>1741 | CBS | J. K. Patrick & Co.<br>Melvin C. Gorman<br>Melvin C. Gorman | Marguerite Williams<br>Melvin C. Gorman<br>Melvin C. Gorman | ..............<br>Standard<br>UP |
| **ATLANTA 3** | WAGA | 590 | 5,000 | Liberty Broadcasting Corp.<br>56 Marietta St. N. W.<br>Main 5101 | Blue | Lt. Com. George B. Storer<br>Charles Smithgall<br>Robert G. Venn | ..............<br>Ewald Kockritz<br>Albert L. Jones | Headley-Reed<br>Thesaurus<br>Associated<br>AP |
| **ATLANTA** | WATL | 1400 | 250 | Atlanta Broadcasting Co.<br>26 Cain St., N. W.<br>Walnut 4377 | MBS | J. W. Woodruff<br>James A. Davenport<br>C. B. Hicks | Dan Hornsby<br>C. B. Hicks<br>Bob Minton | Spot Sales<br>Lang-Worth<br>Associated<br>UP |
| **ATLANTA** | WGST | 920 | 5,000–LS<br>1,000–N | Georgia School of Technology<br>Forsyth Bldg.<br>Walnut 8441 | CBS | State of Ga.-Frank Spratlin<br>Frank Gaither<br>Frank Gaither | John Fulton<br>Don Naylor<br>Ben Akerman | Katz<br>World<br>AP, UP |
| **ATLANTA** | WSB | 750 | 50,000 | Atlanta Journal Co.<br>Biltmore Hotel<br>Hemlock 1045 | NBC | James M. Cox<br>J. Leonard Reinsch<br>John M. Outler Jr. | Roy A. McMillan<br>Mary Caldwell<br>C. F. Daugherty | Petry<br>Standard<br>AP, INS, UP |
| **AUGUSTA** | WGAC | 1240 | 250 | Twin States Broadcasting Co.<br>Augusta<br>2-2692 | Blue<br>MBS | F. Frederick Kennedy<br>J. B. Fuqua<br>J. B. Fuqua | Steve Manderson<br>J. B. Fuqua<br>John Lyon | Headley-Reed<br>Thesaurus<br>AP |



# Marching ~~Through~~ To Georgia!

Eighty years after Sherman's famous "March to the Sea", *another* army is marching on Georgia. This time, however, they've marched TO Georgia rather than THROUGH Georgia.

This is an army of men and women who have come to Georgia's Cities to take jobs in Georgia's industries. They like Georgia,—its climate, its people, its working conditions—and when the war is over, they're going to stay in Georgia!

The phenomenal increase in population of Georgia Cities is shown by the U. S. Bureau of Census report on changes in civilian population of metropolitan Counties, between April 1st, 1940, and March 1st, 1943, based on actual registrations for Ration Book Two.

While many American cities were showing a net loss in population, due to loss of men and women to the Armed Services—Atlanta, Albany and Columbus all showed large net gains. Bear in mind that this covers *civilian* population alone, and does not take into consideration the hundreds of thousands of soldiers stationed in Georgia, whose purchases go to swell Georgia's ever-mounting total of retail sales.

Now's the time to sell your product in Georgia's prosperous *urban* markets. In making up your list, pick stations that give you *concentrated coverage* in Georgia's Cities, where the pay-roll dollars are.

**WATL**
ATLANTA
1400 KC MBS

**WRBL**
COLUMBUS
1230 KC CBS

**WGPC**
ALBANY
1450 KC CBS

Represented by SPOT SALES, Inc.

**GEORGIA BROADCASTING COMPANY, INC.**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

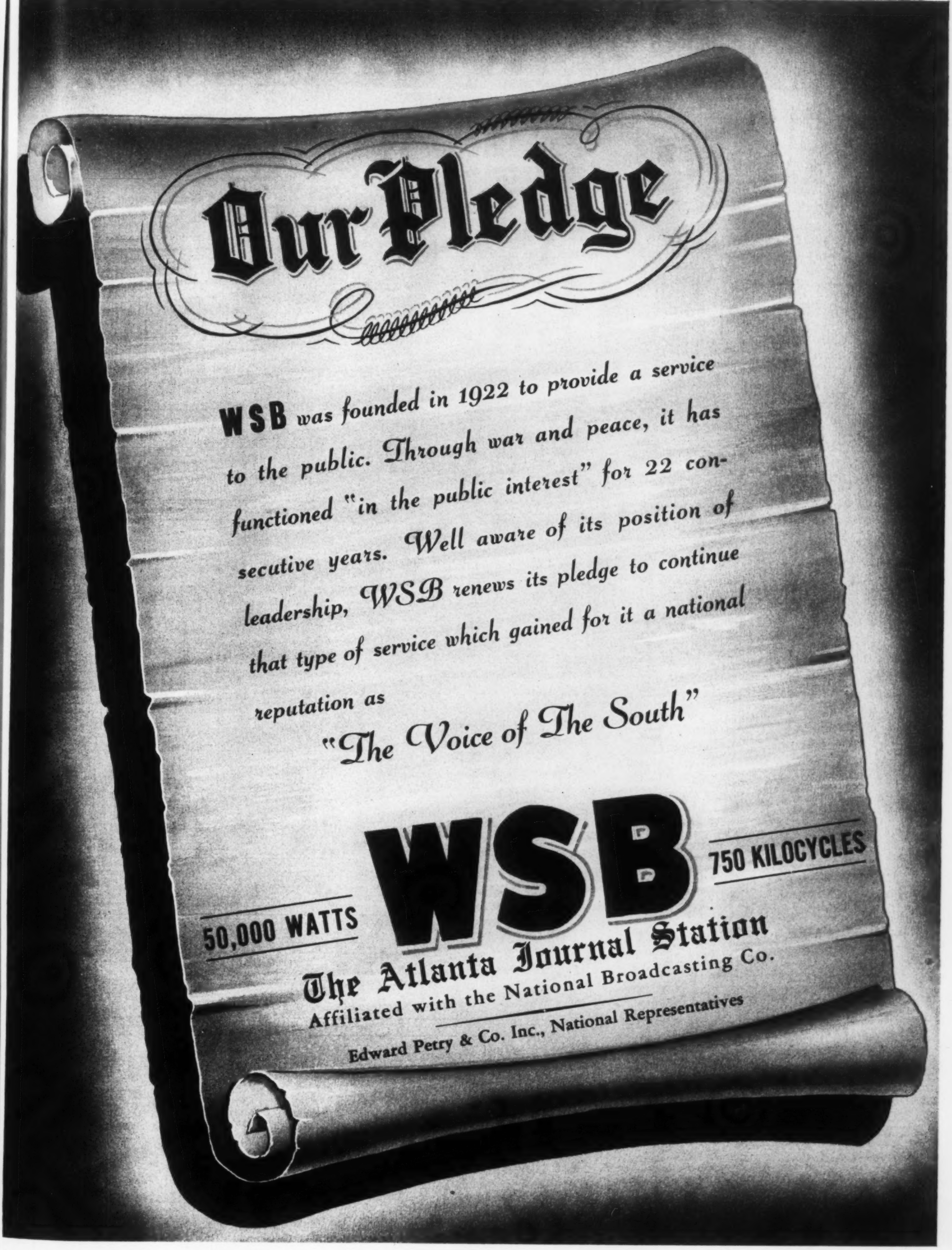
**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
*LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
*(Data corrected to January 1, 1944)*

## GEORGIA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **AUGUSTA** | WRDW | 1480 | 5,000 | Augusta Broadcasting Co.<br>10th & Broad Sts.<br>2-8805 | CBS | William K. Jenkins<br>W. R. Ringson<br>Thurston Bennett | W. Charles Roe<br>W. Charles Roe<br>Harvey Aderhold | Burn-Smith<br>Hollingbery<br>World<br>UP |
| **BRUNSWICK** | WMOG | 1490 | 250–LS<br>100–N | Coastal Broadcasting Co.<br>St. Simons Island Causeway<br>1500 | .... | Mrs. Alma W. King<br>Kenneth E. White<br>Kenneth E. White | Alfred Job<br>..............<br>Kenneth E. White | Cox & Tanz<br>Thesaurus<br>UP |
| **CEDARTOWN** | WGAA | 1340 | 250 | Northwest Georgia Bcstg. Co.<br>West Ave.<br>777 | .... | O. C. Lam<br>R. W. Rounsaville<br>Mrs. R. W. Rounsaville | Dorothy Holt<br>Mrs. R. W. Rounsaville<br>Clarence Landress | Cox & Tanz<br>AP |
| **COLUMBUS** | WDAK | 1340 | 250 | Valley Broadcasting Co.<br>1028 Broadway<br>3-2771 | MBS<br>Blue | L. J. Duncan<br>Allen M. Woodall<br>.............. | Dora Anna Gay<br>..............<br>Dige Bishop | ..............<br>INS |
| **COLUMBUS** | WRBL | 1230 | 250 | Columbus Broadcasting Co. Inc.<br>1420 Second Ave.<br>2-0601 | CBS | J. W. Woodruff<br>J. W. Woodruff Jr.<br>W. S. Massie | W. Weldon Herrin<br>Jack O'Connor<br>W. T. Siddle | Spot Sales<br>Lang-Worth<br>UP |
| **CORDELE** | WMJM | 1490 | 250–LS<br>100–N | Cordele Dispatch Publishing Co. Inc.<br>20th Ave. & B St.<br>666 | .... | John W. Greer<br>James S. Rivers<br>Grady Cooper | Elweda Powers<br>..............<br>Clayton Lee | ..............<br>UP |
| **DALTON** | WBLJ | 1230 | 250 | Dalton Broadcasting Corp.<br>111 Pentz St.<br>684 | MBS | H. C. Kenemer<br>W. V. Williams<br>Bill Armond | Bill Armond<br>..............<br>W. C. Roberts | Cox & Tanz |
| **GAINESVILLE** | WGGA | 1240 | 250 | Blue Ridge Broadcasting Co.<br>Athens Rd.<br>1600 | .... | Austin F. Dean<br>L. H. Christian<br>L. H. Christian | ..............<br>E. F. MacLeod<br>F. K. Brown | ..............<br>Thesaurus<br>AP |
| **GRIFFIN** | WKEU | 1450 | 100 | Radio Station WKEU<br>Griffin Hotel | .... | ..............<br>..............<br>.............. | ..............<br>..............<br>.............. | Sears & Ayer<br>UP |
| **LAGRANGE** | WLAG | 1240 | 250 | LaGrange Broadcasting Co.<br>303 Broome Street<br>1700 | MBS | Roy C. Swank<br>Edwin Mullinax<br>Edwin Mullinax | ..............<br>Edwin Mullinax<br>J. M. McKay | ..............<br>UP |
| **MACON** | WBML | 1240 | 250 | Middle Georgia Broadcasting Co.<br>First National Bank Bldg.<br>2728 | Blue<br>MBS | E. D. Black<br>Chas. W. Pittman<br>Alfred Lowe | Mary Hester Richardson<br>Carl Williams<br>H. S. Goodrich | McGillvra<br>Associated<br>Standard<br>UP |
| **MACON** | WMAZ | 940 | 5,000 | Southeastern Broadcasting Co. Inc.<br>Bankers Insurance Building<br>3131 | CBS | George P. Rankin Jr.<br>Wilton E. Cobb<br>Frank Crowther | Lew Kent<br>Frank Crowther<br>George P. Rankin Jr. | Katz<br>World<br>Associated<br>Lang-Worth<br>INS |
| **MOULTRIE** | WMGA | 1400 | 250 | Frank R. Pidcock Sr.<br>Box 310<br>999 | .... | Frank R. Pidcock Sr.<br>John F. Pidcock<br>James M. Wilder | Mrs. D. E. Stringfellow<br>..............<br>James M. Wilder | ..............<br>Thesaurus<br>MacGregor<br>UP |
| **ROME** | WRGA | 1490 | 250 | Rome Broadcasting Corp.<br>National City Bank Bldg.<br>6589 | .... | John W. Quarles<br>Happy Quarles<br>Pinkie Talley | George Eubanks<br>Pinkie Talley<br>Doc Williams | ..............<br>UP |
| **SAVANNAH** | WSAV | 1340 | 250 | WSAV Inc.<br>Liberty National Bank Bldg.<br>5600 | NBC | Arthur Lucas Estate<br>Harben Daniel<br>N. W. Brandon (leave) | Electa Robertson<br>Thomas Carr<br>Meredith E. Thompson | Hollingbery<br>Associated<br>AP |
| **SAVANNAH** | WTOC | 1290 | 5,000 | Savannah Broadcasting Co.<br>516 Abercorn St.<br>2-0127 | CBS | W. T. Knight Jr.<br>Dwight J. Bruce<br>Ben Williams | Dolores Bussey<br>Bill Smart<br>Claude M. Gray | Katz<br>Standard<br>Lang-Worth<br>UP |
| **THOMASVILLE** | WPAX | 1240 | 250 | H. Wimpy<br>117 Remington Ave.<br>909 | .... | H. Wimpy<br>Charles Lawton<br>Charles Lawton | ..............<br>..............<br>James W. Poole | ..............<br>UP |
| **TOCCOA** | WRLC | 1450 | 250 | R. G. LeTourneau<br>Prather Bridge Rd.<br>LeTourneau 1751 | .... | R. G. LeTourneau<br>Virgle E. Craig<br>Virgle E. Craig | Frankie Scott<br>..............<br>William S. Kilgore | ..............<br>Thesaurus<br>AP |
| **VALDOSTA** | WGOV | 1450 | 250 | E. D. Rivers<br>Lakeland Road<br>1420 | MBS | E. D. Rivers<br>Mrs. E. D. Rivers<br>.............. | ..............<br>..............<br>.............. | Holman<br>UP |
| **WAYCROSS** | WAYX | 1230 | 250 | Jack Williams<br>620 Plant Ave.<br>965 | .... | Jack Williams<br>John J. Tobola<br>John J. Tobola | John G. Humble<br>Frank Mitchell<br>John J. Tobola | Holman<br>World<br>UP |

## IDAHO

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **BOISE** | KIDO | 1380 | 2,500–LS<br>1,000–N | Boise Broadcast Station<br>Boise<br>660 | NBC | Georgia Phillips<br>Georgia Phillips<br>Boyd Braithwaite | Billy Phillips<br>Boyd Braithwaite<br>James Johntz Jr. | Blair<br>Keating<br>World<br>UP |
| **IDAHO FALLS** | KID | 1350 | 5,000–LS<br>500–N | KID Broadcasting Co.<br>KID Bldg. | | | | |



# Our Pledge

**WSB** was founded in 1922 to provide a service to the public. Through war and peace, it has functioned "in the public interest" for 22 consecutive years. Well aware of its position of leadership, WSB renews its pledge to continue that type of service which gained for it a national reputation as

"The Voice of The South"

50,000 WATTS **WSB** 750 KILOCYCLES

The Atlanta Journal Station
Affiliated with the National Broadcasting Co.

Edward Petry & Co. Inc., National Representatives

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
*LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
*(Data corrected to January 1, 1941)*

## IDAHO—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| LEWISTON......... | KRLC | 1400 | 250 | H. E. Studebaker<br>Lewis-Clark Hotel Bldg.<br>1950 | .... | H. E. Studebaker<br>Donald A. Wike<br>Donald A. Thomas | ..............<br>..............<br>.............. | Keating<br>Wilson<br>World<br>UP |
| NAMPA............. | KFXD | 1230 | 250 | Frank E. Hurt<br>1024 12th Ave. S.<br>1200 | .... | Frank E. Hurt<br>Frank E. Hurt<br>Doyle Cain | Floyd Bryant<br>Doyle Cain<br>Edward Hurt | Biddick<br>Thesaurus<br>Lang-Worth<br>UP |
| POCATELLO........ | KSEI | 930 | 1,000–LS<br>250–N | Radio Service Corp.<br>Yellowstone Highway<br>960 | NBC | O. P. Soule<br>Henry H. Fletcher<br>Henry H. Fletcher | Ruthe A. Fletcher<br>Olive M. Leeney<br>Henry H. Fletcher | Walker<br>Griffith<br>Standard<br>UP |
| TWIN FALLS........ | KTFI | 1270 | 1,000 | Radio Broadcasting Corp.<br>Community Center Bldg.<br>2400 | NBC | O. P. Soule<br>F. M. Gardner<br>F. M. Gardner | Charles S. Crabtree<br>F. M. Gardner<br>Franklyn Ver Cox | Walker<br>Griffith<br>Keating<br>Standard<br>UP |
| WALLACE.......... | KWAL | 1450 | 250 | Silver Broadcasting Co.<br>Tabor Bldg.<br>330 | MBS<br>Don Lee<br>Pacific | Dr. J. R. Binyon<br>Robert G. Binyon<br>T. R. Kelly | W. Mondel Spencer<br>R. G. Binyon<br>Charles Crane | ..............<br>MacGregor<br>Associated<br>UP |

## ILLINOIS

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| AURORA............ | WMRO | 1280 | 250–D | Martin R. O'Brien<br>34 S. River St.<br>4215 | .... | Martin R. O'Brien<br>Martin R. O'Brien<br>Martin R. O'Brien | Mary Louise Brown<br>Jeanne M. Doran<br>Vincent G. Cofey | ..............<br>Standard<br>AP |
| BLOOMINGTON..... | WJBC | 1230 | 250 | A. M. & D. C. McGregor & H. L. Gately<br>Bloomington<br>2635-0 | .... | Partnership<br>A. M. McGregor<br>Hugh L. Gately | Stanley Lantz<br>..............<br>Jim Hamm | Sears & Ayer<br>World<br>UP |
| CAIRO.............. | WKRO | 1490 | 250 | Oscar C. Hirsch<br>Cairo<br>1490 | .... | Oscar C. Hirsch<br>Merrill C. Currier<br>.............. | ..............<br>..............<br>.............. | Pearson<br>UP |
| CARTHAGE......... | WCAZ | 1080 | 250–D | Superior Bcstg. Service Inc.<br>Marine Trust Co. Bldg.<br>520 | .... | Bob Compton<br>John Palmer<br>John Palmer | Antoinette Palmer<br>..............<br>.............. | Pearson<br>UP |
| CHAMPAIGN....... | WDWS | 1400 | 250 | Champaign News-Gazette Inc.<br>48 Main St.<br>6-1855 | CBS | Helen M. Stevick<br>Marajen Stevick Dyess<br>.............. | ..............<br>..............<br>Jack R. Baum | Texas DPL<br>UP |
| CHICAGO........... | WAAF | 950 | 1,000–D | Drover's Journal Publishing Co. Inc.<br>Palmer House<br>Randolph 1932 | .... | Ward A. Neff<br>Bradley R. Eidmann<br>Bradley R. Eidmann | Robert Bryar<br>Helen Himebaugh<br>Carl Ulrich | Hollingbery<br>Standard<br>UP |
| CHICAGO 1......... | WAIT | 820<br>L-LS, Dallas | 5,000 | Radio Station WAIT<br>360 No. Michigan Ave.<br>Franklin 0660 | .... | Gene T. Dyer<br>Joe Rudolph<br>Craig Maudsley | Linn Burton<br>Jack Payne<br>E. W. Jacker | Linton<br>Associated<br>UP, TP, Reuters |
| CHICAGO........... | WBBM<br>(Synchronizes at night with KFAB, Lincoln, Neb.) | 780 | 50,000 | Columbia Broadcasting System Inc.<br>410 No. Michigan Ave.<br>Whitehall 6000 | CBS | CBS-H. Leslie Atlass<br>H. Leslie Atlass<br>J. Kelly Smith | Walter Preston<br>King Park<br>James J. Beloungy | Radio Sales<br>World<br>Associated<br>AP, INS, UP |
| CHICAGO 11........ | WCFL | 1000 | 10,000 | Chicago Federation of Labor<br>666 Lakeshore Drive<br>Superior 5-300 | .... | John Fitzpatrick<br>Maynard Marquardt<br>Melvin B. Wolens | Howard Keegan<br>Melvin B. Wolens<br>Maynard Marquardt | Katz<br>World<br>UP |
| CHICAGO 14........ | WCRW | 1240<br>SH-WEDC, WSBC | 100 | Clinton R. White<br>2756 Pine Grove Ave.<br>Diversey 4440 | .... | Clinton R. White<br>Clinton R. White<br>J. A. White | J. A. White<br>..............<br>Clinton R. White | .............. |
| CHICAGO 23........ | WEDC | 1240<br>SH-WCRW, WSBC | 250 | Emil Denemark<br>3860 Ogden Ave.<br>Crawford 4100 | .... | Emil Denemark<br>Frank J. Kotnour<br>Frank J. Kotnour | William P. Brady<br>Grace Marshall<br>Chester Lewicki | ..............<br>UP |
| CHICAGO 54........ | WENR | 890<br>ST-WLS | 50,000 | Blue Network Co. Inc.<br>Merchandise Mart<br>Delaware 1900 | Blue | Blue-E. R. Borroff<br>E. R. Borroff<br>G. I. Berry | J. L. Stirton<br>E. J. Huber<br>E. C. Horstman | Blue Spot<br>Standard<br>Associated<br>AP, INS, UP |
| CHICAGO 12........ | WGES | 1390 | 5,000 | Oak Leaves Bcstg. Station Inc.<br>14 North Western<br>Seeley 8066 | .... | Gene T. Dyer<br>John A. Dyer<br>M. E. Clemens | Robert Miller<br>A. C. Perkins<br>Edward N. Jacker | Forjoe<br>Associated<br>UP, TP |
| CHICAGO 11........ | WGN | 720 | 50,000 | WGN Inc.<br>441 No. Michigan Ave.<br>Superior 0100 | MBS | Robert R. McCormick<br>Frank P. Schreiber<br>William A. McGuineas | Buckingham Gunn<br>Ben Berentson<br>George W. Lang | WGN<br>Raymer(Pacific Coast)<br>Standard<br>World<br>Associated<br>AP, UP |
| CHICAGO 1......... | WIND<br>(Gary, Ind.) | 560 | 5,000 | Johnson-Kennedy Radio Corp.<br>230 No. Michigan Ave., Chicago 1<br>504 Broadway, Gary<br>Chicago: State 4176<br>Gary: 9191 | .... | Ralph L. Atlass<br>Dee O. Coe<br>John T. Carey | Fred Willson<br>Don Ioset<br>Victor H. Voss | Pearson<br>Biddick<br>Associated<br>AP, INS |
| CHICAGO 1......... | WJJD | 1160<br>L-KSL | 20,000 | WJJD Inc.<br>230 No. Mhichigan Ave.<br>State 5466 | .... | Ralph L. Atlass<br>Ralph L. Atlass<br>Arthur Harre | ..............<br>Don Ioset<br>Walter Meyers | Pearson<br>Biddick<br>AP |
| CHICAGO........... | WLS | 890<br>ST-WENR | 50,000 | Agricultural Broadcasting Co.<br>1230 W. Washington Blvd.<br>Monroe 9700 | Blue | Burridge D. Butler<br>Glenn Snyder<br>C. M. Freeman | ..............<br>Don Kelley<br>Tom Rowe | Blair<br>AP, TP, UP |

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# ONE
# *BEST
# *Buy...*

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Gene T. Dyer
Management

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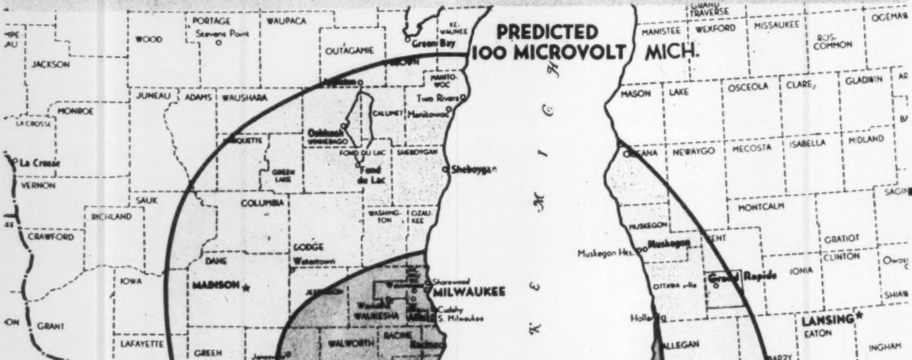
CHICAGO

Represented by
Ray Linton & Co.
New York Chicago

## WCFL—CHICAGO

10000 Watt Transmitter
1000 Kilocycles
100 % Reception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SPRINGFIELD
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Robert McCormick
Edward Tomlinson

*Currently Featured*

Breakfast Club
Ladies Be Seated
My True Story
The Green Hornet
Lone Ranger
Boston Symphony Orchestra
Radio Hall of Fame
Coast to Coast on a Bus
Southernaires

*Programs expertly styled for listening pleasure and Sales Appeal*

# MORE PEOPLE IN SPRINGFIELD, ILL. LISTEN TO WCBS THAN TO ANY OTHER STATION!*

## *DOES WCBS PAY OUT? READ THIS!*

### Here are the hard, cold facts about WCBS and the Springfield market.

WCBS is the dominant station in Springfield as proved by an exhaustive, coincidental telephone survey.*

WCBS is the only BLUE outlet in Central Illinois. Chicago is 175 miles away!

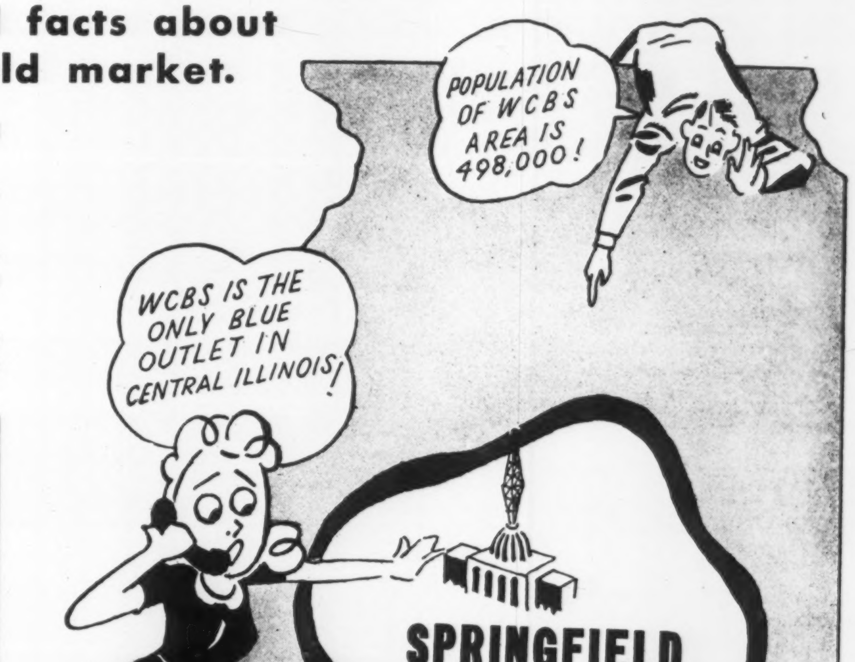
WCBS list of national accounts includes 65 outstanding national advertisers who are utilizing the station on a spot or network basis.

WCBS is the perfect test station in the perfect test market—the Capital City of Illinois with its huge, stable state payroll.

**CHECK THESE FACTS:**

| | |
|---|---|
| AUDIENCE . . . . . . . | Dominant station in Springfield area. |
| PROGRAMMING . . . | BLUE network programs, live-wire local shows. |
| MERCHANDISING . . | Dealer letters, billboards, window displays, store promotions, movie trailers, route lists. |
| PROMOTION . . . . . . | Regular display space in local papers. Daily press releases and pictures to newspapers in area. |

** Sears & Ayer, Inc. will be glad to show you the latest survey and market figures. No obligation, of course.*


POPULATION OF WCBS AREA IS 498,000!
WCBS IS THE ONLY BLUE OUTLET IN CENTRAL ILLINOIS!
SPRINGFIELD
TRADING CENTER FOR PROSPEROUS RURAL MARKET!
RETAIL SALES ARE $153,000,000 ANNUALLY!
RETAIL SALES

# WCBS

*ASSOCIATED WITH ILLINOIS STATE JOURNAL-REGISTER*

Write, Phone, or Wire: **SEARS and AYER, INC., Representatives** New York Chicago Kansas City

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*

*(Data corrected to January 1, 1944)*

## ILLINOIS—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **CHICAGO 54** | WMAQ | 670 | 50,000 | National Broadcasting Co. Inc.<br>222 N. Bank Drive<br>Superior 8300 | NBC | NBC-Harry C. Kopf<br>Harry C. Kopf<br>Oliver Morton | Jules Herbuveaux<br>Emmons C. Carlson<br>H. C. Luttgens | NBC Spot<br>Thesaurus<br>Standard<br>Associated<br>MacGregor<br>UP, INS |
| **CIHCAGO 10** | *WMBI | 1110<br>L-WBT, KFAB | 5,000 | The Moody Bible Institute of Chicago<br>153 Institute Pl.<br>Michigan 1570 | .... | Moody Bible Institute<br>Henry C. Crowell<br>.............. | Wendell P. Loveless<br>Russell T. Hitt<br>A. P. Frye | ..............<br>Thesaurus<br>UP |
| **CHICAGO 12** | WSBC | 1240<br>SH-WCRW, WEDC | 250 | Radio Station WSBC<br>2400 W. Madison St.<br>Seeley 8066 | .... | Gene T. Dyer<br>John A. Dyer<br>M. V. Baker | Dean Remick<br>Herbert Rudolph<br>William Shunk | Forjoe<br>Associated<br>TP |
| **CICERO 50** | WHFC | 1450 | 250 | WHFC Inc.<br>6138 W. Cermak Road<br>Lawndale 8228 | .... | Richard W. Hoffman<br>Marie E. Clifford<br>.............. | Marie E. Clifford<br>..............<br>George M. Ives Jr. | ..............<br>UP |
| **DANVILLE** | WDAN | 1490 | 250 | Northwestern Publishing Co.<br>Hotel Wolford<br>1700 | CBS | Northwestern Pub. Co.<br>E. C. Hewes<br>Carl M. Noble | Cody Noble<br>Robert Pace<br>Ted Magin | McKinney<br>Standard<br>UP |
| **DECATUR 21** | WSOY | 1340 | 250 | Commodore Broadcasting Inc.<br>351 N. Main St.<br>5371 | CBS | Edward E. Lindsay<br>Edward E. Lindsay<br>Charles F. Bruce | Easter Straker<br>..............<br>P. A. Wnorowski | Weed<br>World<br>Standard<br>AP |
| **E. ST. LOUIS** | WTMV | 1490 | 250 | Mississippi Valley Bcstg. Co. Inc.<br>Broadview Hotel<br>Bridge 3424 | .... | Carlin S. French<br>Carlin S. French<br>Tom Riggs | Agnes Mites<br>Michael Henry<br>Thomas R. McLean | Sears & Ayer<br>INS |
| **GALESBURG** | WGIL | 1400 | 250 | Galesburg Broadcasting Co.<br>Hill Arcade Bldg.<br>Main 4626 | .... | Sidney Nirdlinger<br>Rollin B. Laughner Jr.<br>.............. | Nan Harris<br>Jerome Kraehling<br>Dale I. King | Sears & Ayer<br>Standard<br>UP |
| **HARRISBURG** | WEBQ | 1240 | 250 | Harrisburg Broadcasting Co.<br>100 E. Poplar St.<br>28 | .... | Dr. J. V. Capel<br>Inglis M. Taylor<br>Inglis M. Taylor | Virginia Crane<br>Harold Cook<br>Joseph R. Tate | ..............<br>UP |
| **HERRIN** | WJPF | 1340 | 250 | Orville W. Lyerla<br>Herrin<br>382 | .... | Orville W. Lyerla<br>Charles R. Cook<br>Charles R. Cook | Doug Hadley<br>..............<br>.............. | ..............<br>Standard<br>UP |
| **JACKSONVILLE** | WLDS | 1180 | 250–D | Stephenson, Edge & Korsmeyer<br>Fox Illinois Theater Bldg.<br>1180 | .... | Partnership<br>E. J. Korsmeyer (acting)<br>Pat O'Halloran | ..............<br>Pat O'Halloran<br>Gerald C. Cassens | ..............<br>Standard<br>UP |
| **JOLIET** | WCLS | 1340 | 250 | WCLS Inc.<br>601 Walnut St.<br>4761 | .... | Walter Ashe<br>Robert M. Holt<br>Raymond Fay | Jack Swart<br>Raymond Fay<br>Lester De Costa | ..............<br>Associated<br>UP |
| **PEORIA 2** | WMBD | 1470 | 5,000–LS<br>1,000–N | Peoria Broadcasting Co.<br>Alliance Life Bldg.<br>7133 | CBS | Edgar L. Bill<br>Edgar L. Bill<br>Hugh Boice | Vernon Nolte<br>Jim Kyler<br>Theodore Giles | Free & Peters<br>World<br>UP |
| **QUINCY** | WTAD | 930 | 1,000 | Illinois Broadcasting Corp.<br>510 Maine St.<br>6200 | CBS | W. Emery Lancaster<br>C. Arthur Fifer<br>Walter J. Rothschild | Gerard Driscoll<br>C. Arthur Fifer<br>Francis Wentura | Katz<br>Associated<br>Lang-Worth<br>AP, UP |
| **ROCKFORD** | WROK | 1440 | 1,000–LS<br>500–N | Rockford Broadcasters Inc.<br>News Tower<br>Main 5632 | Blue | Ruth Hanna Simms<br>Walter M. Koessler<br>John J. Dixon | Maurice P. Owens<br>William R. Traum<br>T. C. Cameron | Headley-Reed<br>Standard<br>UP |
| **ROCK ISLAND** | WHBF | 1270 | 5,000 | Rock Island Broadcasting Co.<br>1800 Third Ave.<br>918 | MBS | John W. Potter<br>Leslie C. Johnson<br>Maurice J. Corken | Forest Cooke<br>Ted Arnold<br>R. J. Sinnett | Wilson<br>Standard<br>Lang-Worth<br>Associated<br>AP, UP |
| **SPRINGFIELD** | WCBS | 1450 | 250 | WCBS Inc.<br>523 E. Capitol Ave.<br>9855 | Blue | Harold L. Dewing<br>C. W. Neeld<br>C. W. Neeld | ..............<br>C. W. Neeld<br>Harold L. Dewing | Sears & Ayer<br>Associated<br>AP |
| **SPRINGFIELD** | WTAX | 1240 | 100 | WTAX Inc.<br>Reisch Bldg.<br>2-4441 | CBS | Jay A. Johnson<br>Jay A. Johnson<br>Jay A. Johnson | Gladys M. McGrew<br>..............<br>Eli Swaringen | Weed<br>Associated<br>UP |
| **TUSCOLA** | WDZ | 1050 | 1,000–D | WDZ Broadcasting Co.<br>Star Bldg.<br>98 | .... | Edgar L. Bill<br>Walter C. Schafer<br>Walter C. Schafer | Fran Booton<br>Ray Livesay<br>Gerald P. Foster | Wilson<br>Lang-Worth<br>UP |
| **URBANA** | *WILL | 580 | 5,000–D | University of Illinois<br>1010 S. Wright St.<br>7-2616 | .... | A. C. Willard<br>Joseph F. Wright<br>.............. | Frank E. Schooley<br>..............<br>A. James Ebel | ..............<br>AP |

## INDIANA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **ANDERSON** | WHBU | 1240 | 250 | Anderson Broadcasting Corp.<br>Citizens Bank Bldg.<br>7791 | .... | L. M. Kennett<br>L. M. Kennett<br>John R. Atkinson | ..............<br>..............<br>Loyal F. Podhaski | Holman<br>Standard<br>UP |
| **ELKHART** | WTRC | 1340 | 250 | Truth Publishing Co., Inc.<br>Hotel Elkhart<br>948 | Blue | C. D. Greenleaf<br>R. R. Baker<br>Paul Upson | Margaret Ward<br>..............<br>Lester Zellmer | Burn-Smith<br>Standard<br>World<br>Associated<br>UP |

*How would YOU like to*

# *Buy the State of Indiana?*

*Not just Indianapolis – Not just Marion County – but ALL of Hoosierland*

- We've got it all wrapped up. We'll deliver it with all of its wealth of resources—and throw in some of Eastern Illinois and Western Ohio as a bonus. We'll guarantee that you'll find it filled with plenty of responsive customers—folks who live well, buy what they want—and particularly go for products or services recommended over WIBC, their favorite radio station.

You can't ignore the intimate feeling that actually exists between this friendly station and its millions of Hoosier listeners. You can't overlook complete domination of a territory so rich in sales possibilities as Hoosierland. You can't afford to pass up a station way out in front of its field like WIBC. You better investigate

## *Here are the REASONS why you should investigate:*

**COVERAGE—In Indiana, Eastern Illinois and Western Ohio**

WIBC has 36% MORE coverage than the SECOND Indianapolis Station.
WIBC has 48% MORE coverage than the THIRD Indianapolis Station.
WIBC has 96% MORE coverage than the FOURTH Indianapolis Station.

**SALES RESPONSE—A 3 months' check shows**

WIBC received mail—WITH PROOF OF PURCHASE—from every 7th Radio Home in Indiana—all but 6 counties in the state were primary mail counties.

**NEW BUSINESS—In the past 12 months**

WIBC national "spot" business INCREASED 90%.
WIBC local sales INCREASED 67%.

**Business is GOOD—in Hoosierland.** 1943 showed substantial increases in every classification. General business—retail sales—payrolls up from 30% to 100% over 1942. It's the heart of the arsenal of democracy.

**MBS Affiliate • JOHN BLAIR & COMPANY, *National Representatives***

# WIBC

5000 Watts Full Time 1070 K.C.

*Indiana's Friendly Station*

●

INDIANAPOLIS, INDIANA

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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## INDIANA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **EVANSVILLE 8** | WEOA | 1400 | 250 | Evansville on the Air Inc.<br>519 Vine St.<br>2-1171 | CBS | Evansville on the Air Inc.<br>Clarence Leich<br>Clarence Leich | Pat Roper<br>Clarence Leich<br>E. P. Schoeny | Weed<br>Associated<br>World<br>UP |
| **EVANSVILLE 8** | WGBF | 1280 | 5,000-LS<br>1,000-N | Evansville on the Air Inc.<br>519 Vine St.<br>2-1171 | NBC | Evansville on the Air Inc.<br>Clarence Leich<br>Clarence Leich | Pat Roper<br>Clarence Leich<br>F. A. Gehres | Weed<br>World<br>Associated<br>UP |
| **FORT WAYNE 2** | WGL | 1450 | 250 | Westinghouse Radio Stations Inc.<br>925 S. Harrison St.<br>Anthony 2136 | NBC | Westinghouse E & M Co.<br>John B. Conley<br>Paul E. Mills | Eldon Campbell<br>Earl W. Malone<br>Bruce Ratts | NBC Spot<br>World<br>Standard<br>UP |
| **FORT WAYNE 2** | WOWO | 1190 | 10,000 | Westinghouse Radio Stations Inc.<br>925 S. Harrison St.<br>Anthony 2136 | Blue | Westinghouse E & M Co.<br>John B. Conley<br>Paul E. Mills | Eldon Campbell<br>Earl W. Malone<br>Bruce Ratts | NBC Spot<br>World<br>Standard<br>UP |
| **GARY** | WIND | 560 | 5,000 | **(See Chicago, Ill.)** | | | | |
| **HAMMOND** | WJOB | 1230 | 250 | Adair, Richardson & Adair<br>449 State St.<br>9800 | .... | O. E. Richardson<br>O. E. Richardson<br>R. C. Adair | Stanley G. Davis<br>Charles Sharpless<br>Stanley Strausberg | Cox & Tanz<br>UP |
| **INDIANAPOLIS 4** | WFBM | 1260 | 5,000 | WFBM Inc.<br>48 Monument Circle<br>Lincoln 8506 | CBS | H. M. Bitner<br>Frank O. Sharp<br>Frank O. Sharp | Jeanne E. Bitner<br>Don Menke<br>Harold Holland | Katz<br>Associated<br>MacGregor<br>AP, INS |
| **INDIANAPOLIS 6** | WIBC | 1070 | 5,000—LS<br>1,000-N<br>CP-5,000-U | Indiana Broadcasting Corp.<br>350 N. Meridian St.<br>Lincoln 2305 | MBS | H. G. Wall<br>O. J. Kelchner<br>O. J. Kelchner | Bert Julian<br>..............<br>H. E. Adams | Blair<br>Thesaurus<br>Associated<br>Lang-Worth<br>UP, AP |
| **INDIANAPOLIS 6** | WIRE | 1430 | 5,000 | Indianapolis Broadcasting Inc.<br>Claypool Hotel<br>Riley 1541 | NBC | Eugene C. Pulliam<br>Eugene C. Pulliam<br>Rex Schepp | Bill Dean<br>..............<br>Eugene E. Alden | Pearson<br>Griffith<br>World<br>Lang-Worth<br>AP, UP |
| **INDIANAPOLIS 4** | WISH | 1310 | 5,000-LS<br>1,000-N | Capitol Broadcasting Corp.<br>Board of Trade Bldg.<br>Market 6345 | Blue | C. Bruce McConnell<br>C. Bruce McConnell<br>Robert E. Bausman | Felix D. Adams Jr.<br>William A. Yess<br>Stokes Gresham Jr. | Free & Peters<br>Standard<br>AP |
| **KOKOMO** | WKMO | 1400 | 250 | Kokomo Broadcasting Corp.<br>College Bldg.<br>5171 | .... | Dr. R. Spencer Taylor<br>John Carl Jeffrey<br>John Carl Jeffrey | Chester Behrman<br>..............<br>George Palmer | Cox & Tanz<br>UP |
| **LAFAYETTE** | WASK | 1450 | 250 | WFAM Inc.<br>Wallace Bldg.<br>4300 | .... | O. E. Richardson<br>Joe Spring<br>Joe Spring | William Warren Sr.<br>..............<br>Harry C. Garba | Cox & Tanz<br>AP |
| **MUNCIE** | WLBC | 1340 | 250 | Donald A. Burton<br>Radio Center<br>4403 | CBS | Donald A. Burton<br>Donald A. Burton<br>William F. Craig | Walker<br>..............<br>Maurice Crain | Forjoe<br>Holman<br>Standard<br>UP, INS |
| **RICHMOND** | WKBV | 1490 | 100 | Knox Radio Corp.<br>Box 308 | .... | ..............<br>..............<br>.............. | ..............<br>..............<br>.............. | ..............<br>World<br>UP, INS |
| **SOUTH BEND 26** | WSBT | 960 | 1,000 | South Bend Tribune<br>225 W. Colfax Ave.<br>3-6161 | CBS | F. A. Miller<br>F. D. Schurz<br>R. H. Swintz | Mark Boyden<br>Neal B. Welch<br>H. G. Cole | Raymer<br>Associated<br>Lang-Worth<br>UP |
| **TERRE HAUTE** | WBOW | 1230 | 250 | Banks of the Wabash Inc.<br>303 S. Sixth St.<br>Crawford 3394 | NBC | Alvin Eades<br>George M. Jackson<br>George M. Jackson | Leo Baxter<br>Gill Girrard<br>Donald Aldrich | Weed<br>Associated<br>World<br>UP |
| **VINCENNES** | WAOV | 1450 | 250 | Vincennes Newspapers Inc.<br>320 Busseron St.<br>787 | .... | Eugene C. Pulliam<br>Victor H. Lund<br>Richard D. Harris | Emmett M. Jackson<br>Victor H. Lund<br>Alvin Wessel | Pearson<br>World<br>Lang-Worth<br>UP |
| **WEST LAFAYETTE** | *WBAA | 920 | 5,000-LS<br>1,000-N | Purdue University<br>Hall of Music<br>6076 | .... | Purdue University<br>Gilbert D. Williams<br>.............. | Gilbert D. Williams<br>..............<br>{Bill McCown<br>{Chas. Lester | ..............<br>Standard<br>AP |

## IOWA

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|---|---|---|---|---|---|---|---|---|
| **AMES** | *WOI | 640 | 5,000-D | Iowa State College of A. &. M.<br>Ames<br>2500 | .... | C. E. Friley<br>W. I. Griffith<br>.............. | Edward Wegener<br>..............<br>L. L. Lewis | ..............<br>Standard<br>AP |
| **BOONE** | *KFGQ | 1260 | 250-D | Boone Biblical College<br>924 W. Second St. | .... | Boone Biblical College<br>..............<br>.............. | ..............<br>..............<br>.............. | .............. |
| **BURLINGTON** | KBUR | 1490 | 250 | Burlington Broadcasting Co.<br>National Bank Bldg.<br>680 | Blue | Dan T. Riley<br>G. B. McDermott<br>Gordon Downey | Mary Mangold<br>G. B. McDermott<br>Robert Busch | Rambeau<br>Standard<br>UP |

# The FAVORITE In INDIANAPOLIS

In a market which is serviced by more than one radio station, there's certain to be some Division of Listeners. Of course, this complicates the time-buying job, so let's get some facts straight.

How about Indianapolis? Well, there are four good local stations, all network outlets. This doesn't mean, however, that you can get one fourth of all the listeners on *any* station. It isn't *that* simple. One station of the four gets MOST of the listeners primarily because it has MOST of the really top-ranking programs, local and network.

We believe firmly that good programming, network AND local, have made WIRE the *favorite* station for Indianapolis listeners. Certainly NBC Programs are rated tops—*in any survey*. Some of the many local studio programs which originate at WIRE rate even higher. Yes, WIRE leads in Indianapolis.

# WIRE

BASIC NBC NETWORK

JOHN E. PEARSON CO. *Representatives*
Chicago • 360 N. Michigan Ave. • FRanklin 2359
New York • 250 Park Avenue • PLaza 8-2255

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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*(Data corrected to January 1, 1944)*

## IOWA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| CEDAR RAPIDS..... | WMT | 600 | 5,000 | Iowa Broadcasting Co.<br>Paramount Bldg., Cedar Rapids<br>Russell Lamson Hotel ,Waterloo<br>Cedar Rapids 6127<br>Waterloo 3618 | CBS<br>MBS | Gardner Cowles Jr.<br>William B. Quarton, Cedar Rapids<br>William B. Quarton, Cedar Rapids<br>Don E. Inman, Waterloo | Douglas B. Grant, Cedar Rapids<br>Ralph J. Rowe, Waterloo<br>Leo F. Cole, Cedar Rapids<br>Charles F. Quentin, Cedar Rapids | Katz<br>World<br>Associated<br>Lang-Worth<br>AP, UP |
| CLINTON........... | KROS | 1340 | 250 | Clinton Broadcasting Corp.<br>Jacobsen Bldg.<br>448 | .... | W. S. Jacobsen<br>Morgan Sexton<br>Morgan Sexton | Lucille De Leers<br>Morgan Sexton<br>Gilbert Andrew | Holman<br>Standard<br>UP |
| DAVENPORT ....... | WOC | ......1420 | 5,000 | Tri-City Broadcasting Co.<br>1002 Brady St.<br>3-3661 | Blue<br>Corn Belt | Col. B. J. Palmer<br>Buryl Lottridge<br>L. O. Fitzgibbons | Phillip Patton<br>Bill Johnson<br>Charley Rayburn | Free & Peters<br>Thesaurus<br>Associated<br>UP |
| DECORAH.......... | *KWLC | 1240 | 250-D | Luther College<br>Decorah<br>690 | .... | Dr. O. J. H. Preus<br>Kenneth L. Berger<br>.............. | Kenneth L. Berger<br>..............<br>Oliver Eittrem | .............. |
| DES MOINES 4..... | KRNT | 1350 | 5,000 | Iowa Broadcasting Co.<br>715 Locust St.<br>3-2111 | CBS | Gardner Cowles Jr.<br>Craig Lawrence<br>Craig Lawrence | Edmund Linehan<br>John Drake<br>Paul Huntsinger | Katz<br>Lang-Worth<br>Standard<br>Associated<br>AP, UP |
| DES MOINES 4..... | KSO | 1460 | 5,000 | Iowa Broadcasting Co.<br>715 Locust St.<br>3-2111 | Blue<br>MBS | Gardner Cowles Jr.<br>Craig Lawrence<br>Craig Lawrence | Edmund Linehan<br>John Drake<br>Paul Huntsinger | Katz<br>Associated<br>Lang-Worth<br>Standard<br>AP, UP |
| DES MOINES 7..... | WHO | 1040 | 50,000 | Central Broadcasting Co.<br>914 Walnut St.<br>3-7147 | NBC<br>Cornbelt | B. J. Palmer<br>J. O. Maland<br>E. H. Bondurant | Harold Fair<br>Harold Fulton<br>P. A. Loyet | Free & Peters<br>Thesaurus<br>MacGregor<br>Lang-Worth<br>Associated<br>UP, INS |
| DUBUQUE.......... | KDTH | 1370 | 1,000 | Dubuque Telegraph-Herald<br>346 W. Eighth Ave.<br>1603 | MBS | F. W. Woodward<br>K. S. Gordon<br>W. J. Binkley | Arnold Stierman<br>..............<br>Stanley A. Beck | Pearson<br>Standard<br>Associated<br>AP |
| DUBUQUE.......... | WKBB | 1490 | 250 | Dubuque Broadcasting Co.<br>Hotel Julien<br>572 | Blue | James D. Carpenter<br>James D. Carpenter<br>James D. Carpenter | Jeanne Wiedner<br>Harry Hatzenbuehler<br>Leonard T. Carlson | Burn-Smith<br>Associated<br>INS |
| FORT DODGE...... | KVFD | 1400 | 250 | Northwest Broadcasting Co.<br>Warden Bldg.<br>Walnut 3761 | MBS<br>No. Central | Edward Breen<br>Edward Breen<br>.............. | ..............<br>..............<br>David G. Sinclair | Burn-Smith<br>UP |
| IOWA CITY......... | *WSUI | 910 | 5,000 | State University of Iowa<br>Iowa City<br>2111 | .... | State Univ. of Iowa<br>Carl H. Menzer<br>.............. | Pearl Bennett Broxam<br>..............<br>S. J. Ebert | ..............<br>AP |
| MARSHALLTOWN .. | KFJB | 1230 | 250 | Marshall Electric Co.<br>1603 W. Main St.<br>3361 | .... | Earl N. Peak<br>Earl N. Peak<br>.............. | O. L. Russell<br>..............<br>Eugene Peak | Walker<br>UP |
| MASON CITY....... | KGLO | 1300 | 5,000 | Mason City Globe Gazette Co.<br>200 N. Federal Ave.<br>2800 | CBS | Lee P. Loomis<br>..............<br>Herbert R. Ohrt | H. Merritt Milligan<br>Nancy M. Halsor<br>Roger E. Sawyer | Weed<br>Standard<br>AP, UP |
| OTTUMWA......... | KBIZ | 1240 | 250 | J. D. Falvey<br>117 E. Main St.<br>5600 | .... | J. D. Falvey<br>J. D. Falvey<br>Em Owen | Em Owen<br>J. D. Falvey<br>Alvin Johnson | ..............<br>Lang-Worth<br>UP |
| SHENANDOAH ..... | KFNF | 920<br>ST-KUSD | 1,000-LS<br>500-N | KFNF Inc.<br>407 N. Sycamore St.<br>1 | .... | Henry Field<br>T. Frank Stubbs<br>T. Frank Stubbs | T. Frank Stubbs<br>..............<br>Earl Blakesley | Griffith<br>Standard<br>Associated<br>AP |
| SHENANDOAH ..... | KMA | 960 | 5,000 | May Broadcasting Co.<br>Lowell & Elm Sts.<br>192 | Blue<br>Corn Belt | Earl E. May<br>J. C. Rapp<br>J. C. Rapp | Terry Moss<br>Barney Corson<br>Ray Schroeder | Free & Peters<br>Associated<br>UP |
| SIOUX CITY 1...... | KSCJ | 1360 | 5,000 | Perkins Bros. Co.<br>413 Douglas St.<br>5-7993 | Blue | W. H. Sammons<br>Eugene T. Flaherty<br>Eugene T. Flaherty | Eugene T. Flaherty<br>Jean Harraday<br>Alvin H. Smith | Hollingbery<br>MacGregor<br>AP |
| SIOUX CITY 9...... | KTRI | 1450 | 250 | Sioux City Broadcasting Co.<br>Commerce Bldg.<br>8-0165 | MBS | The Tribune Co.<br>Dietrich Dirks<br>Dietrich Dirks<br>B. M. Grotkop | Al Triggs<br>Maxine Dierking<br>Earl Huss | Burn-Smith<br>Associated<br>UP |
| SPENCER........... | KICD | 1240 | 100 | Iowa Great Lakes Bcstg. Co.<br>Box 631<br>45 | MBS<br>No. Central | L. W. Andrews<br>L. W. Andrews<br>L. W. Andrews | Zelda J. Anderson<br>L. W. Andrews<br>L. W. Nolan | Holman<br>Lang-Worth<br>AP |
| WATERLOO........ | KXEL | 1540 | 50,000 | Josh Higgins Broadcasting Co.<br>Insurance Bldg.<br>3371 | Blue | Joe DuMond<br>Joe DuMond<br>A. J. DuMond | Deane S. Long<br>E. M. Gahre<br>Don Kassner | Blair<br>Standard<br>AP |
| WATERLOO........ | WMT | 600 | 5,000 | (See Cedar Rapids, Ia.) | | | | |

# WHY BUY

# WHO?

### 1. LARGEST PRIMARY COVERAGE

**Iowa is a big state—330 miles wide, 216 miles from northern to southern border.**

**WHO is the only 1A clear channel station in Iowa—50,000 watts. Has greatest daytime primary coverage area—greatest nighttime primary—in Iowa (based upon field strength surveys using FCC engineering standards)**

**—is located near center of State—is the only station in Iowa whose 0.5 millivolt contour line includes or touches every county in State—fits the Iowa sales territory. Also covers Southern Minnesota, Northen Missouri and Western Illinois.**

### 2. GREATEST SECONDARY COVERAGE

**Winter mail comes from 35 to 45 states regularly—summer mail from 30 to 37 states. Regional stations are hemmed in to cover only limited areas at night, because five or more other stations are usually on the same wave length. No other American, Mexican, Canadian or Cuban station operates day or night on WHO's frequency.**

### 3. BEST NEWS AND PROGRAM SERVICE

**WHO is the only NBC station in Iowa—has nearly all the best network shows and features. Also excellent local live talent shows, many of which have higher Hooper ratings in Des Moines than competing network shows. As to *news*—47.4% of Iowa families "listen regularly" to WHO news broadcasts vs. 6.3% to Station B.**

### 4. GREATEST POPULARITY

**WHO goes into more Iowa homes than can be secured by any combination of other stations in the State. "Listened to most" (daytime) by 54.3% of Iowa radio families vs. 22.4% to all other Iowa commercial stations; after 6 p.m. 57% to WHO vs. 13.6% to all other Iowa commercial radio stations, according to 1943 Iowa Radio Audience Survey. (1941, '42 and '43 surveys prove that "listened-to-most" station has six hours of listener's attention to every one hour for No. 2 stations in this State.)**

### 5. GREATEST DEALER INFLUENCE

**Radio is considered the best state-wide advertising medium in Iowa to help sell goods**

**—by 68.3% of grocers vs. 30.5% for newspapers**
**—by 87.4% of druggists vs. 7.8% for newspapers**

**Of all radio stations heard by Iowa families, WHO is considered most effective**

**—by 54.7% of grocers vs. 10.1% for Station B**
**—by 61.9% of druggists vs. 1.5% for Station B**

(According to returns from polls conducted by Iowa Retail Grocers and Meat Dealers Association and Iowa Pharmaceutical Association.)

**If you want more detailed information, please write us or phone any Free & Peters office. Write for the 1943 Iowa Radio Audience Survey—"the bible on radio in Iowa."**

# WHO

## + *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
*LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
*(Data corrected to January 1, 1944)*

## KANSAS

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **ATCHISON**......... | KVAK | 1450 | 250 | S. H. Patterson<br>622 Commercial St.<br>1420 | .... | S. H. Patterson<br>Ted Lenz<br>Bob Davies | Dotty Taylor<br>Bill Pelser<br>Emile Honnicut | ..............<br>AP |
| **COFFEYVILLE**...... | KGGF | 690 | 1,000–LS<br>500–N | Hugh J. Powell<br>Journal Bldg.<br>147 | Blue | Hugh J. Powell<br>Melvin Drake<br>Melvin Drake | Dick Campbell<br>Ed Spoonamore<br>J. Sarto Jaminet | Pearson<br>Thesaurus<br>Associated<br>AP |
| **DODGE CITY**....... | KGNO | 1370 | 1,000–LS<br>250–N | Dodge City Broadcasting Co.<br>Dodge City<br>1100 | .... | J. C. Denious<br>N. C. Petersen<br>.............. | Herschel Holland<br>..............<br>Ralph Hickman | ..............<br>Standard<br>AP |
| **EMPORIA**.......... | KTSW | 1400 | 250 | Emporia Broadcasting Co. Inc.<br>613 Merchant St.<br>153 | MBS<br>Kansas | Selleck B. Warren<br>J. Nelson Rupard<br>Niles Moffat | Miriam Porter<br>George Goldsmith<br>Harold E. Davis | Sears & Ayer<br>UP |
| **GARDEN CITY**...... | KIUL | 1240 | 100 | Garden City Broadcasting Co.<br>404 N. Main St.<br>666 | .... | Frank D. Conard<br>Al Pyatt<br>Al Pyatt | Frances Ewing<br>..............<br>Robert Wheeler Snyder | ..............<br>MacGregor<br>UP |
| **GREAT BEND**...... | KVGB | 1400 | 250 | KVGB, Inc.<br>2103 Forest Ave.<br>1080 | MBS<br>Kansas | R. C. Russell<br>Clem Morgan<br>Clem Morgan | Ray Beals<br>..............<br>.............. | ..............<br>Lang-Worth<br>UP |
| **HUTCHINSON**...... | KWBW | 1450 | 250 | Nation's Center Broadcasting Co.<br>101 E. Ave. A<br>5202 | NBC | {William Wyse<br>{Stanley Marsh<br>William Wyse<br>Vernon Minor | Geraldine Brack<br>Vernon Minor<br>Millard Clary | Radio Adv.<br>Lang-Worth<br>UP |
| **KANSAS CITY 14**... | KCKN | 1340 | 250 | KCKN Broadcasting Co.<br>901 N. Eighth St.<br>Drexel 4300 | .... | Ben Ludy<br>Ellis Atteberry<br>Joe Story | ..............<br>..............<br>Bernard Maltby | Capper<br>Biddick<br>Standard<br>Associated<br>Lang-Worth<br>UP |
| **LAWRENCE**......... | *KFKU | 1250<br>ST-WREN | 5,000–LS<br>1,000–N | University of Kansas<br>Lawrence<br>KU 190 | .... | University of Kansas<br>Harold G. Ingham<br>.............. | Mildred I. Seaman<br>..............<br>R. P. Stringham | .............. |
| **LAWRENCE**......... | WREN | 1250<br>ST-KFKU | 5,000–LS<br>1,000–N | WREN Broadcasting Co. Inc.<br>WREN Bldg.<br>110 | Blue | R. C. Jackman<br>Verl Bratton<br>Verl Bratton | Robert Slater<br>Elizabeth Peyton<br>Carl Bliesner | Hollingbery<br>Thesaurus<br>UP |
| **MANHATTAN**....... | *KSAC | 580<br>ST-WIBW | 1,000–LS<br>500–N | Kansas State College<br>Manhattan<br>2236 | .... | M. S. Eisenhower<br>H. Umberger<br>.............. | L. L. Longsdorf<br>..............<br>V. Bernard P. Holbert | .............. |
| **PITTSBURG**........ | KOAM | 810 | 1,000–D | Pittsburg Broadcasting Co., Inc.<br>Box 603<br>2165 | NBC | E. V. Baxter<br>R. E. Wade<br>M. E. Stewart | R. E. Wade<br>..............<br>Leo S. Stafford | ..............<br>World<br>INS |
| **SALINA**............ | KSAL | 1150 | 1,000 | KSAL Inc.<br>201 W. Iron<br>100 | MBS<br>Kansas | R. J. Laubengayer<br>Owen H. Balch<br>Owen H. Balch | R. C. Atherton<br>..............<br>N. E. Vance Jr. | Pearson<br>Thesaurus<br>AP |
| **TOPEKA**............ | WIBW | 580<br>ST-KSAC | 5,000 | Topeka Broadcasting Assn. Inc.<br>1035 Topeka Blvd.<br>3-2377 | CBS | Marco Morrow<br>Ben Ludy<br>Ben Ludy | Maude Shreffler<br>..............<br>K. G. Marquardt | Capper<br>Biddick<br>Standard<br>Associated<br>AP, UP |
| **WICHITA 2**......... | KANS | 1240 | 250 | KANS Broadcasting Co.<br>Hotel Lassen<br>4-2387 | NBC | Herb Hollister<br>Jack Todd<br>Jack Todd | Grenville Darling<br>Jack Todd<br>Charles Lucy | Headley-Reed<br>Standard<br>Thesaurus<br>UP |
| **WICHITA 1**......... | KFBI | 1070 | 5,000–LS<br>1,000–N | Farmers & Bankers Bcstg. Corp.<br>200 E. First St.<br>2-1447 | Blue<br>MBS<br>Kansas | H. K. Lindsley<br>Robert K. Lindsley<br>.............. | C. Theodore Johnson<br>Ralph Varnum<br>K. W. Pyle | Wilson<br>World<br>Standard<br>INS |
| **WICHITA 2**......... | KFH | 1330 | 5,000 | Radio Station KFH Co.<br>York Rite Bldg.<br>2-4491 | CBS | John Rigby<br>M. M. Murdock<br>{Plez S. Clark<br>{Clark A Luther | Vernon E. Reed<br>Clark A. Luther<br>Amos C. Dadisman | Petry<br>Lang-Worth<br>MacGregor<br>AP |

## KENTUCKY

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **ASHLAND**.......... | WCMI | 1340 | 250 | Ashland Broadcasting Co. Inc.<br>20th & Front Sts.<br>3010 | MBS | Gilmore N. Nunn<br>L. D. Newman<br>J. M. Smedley | Lota Segraves<br>Lota Segraves<br>Clarence Weaver | Perry<br>Standard<br>Associated<br>Thesaurus<br>UP |
| **BOWLING GREEN**.. | WLBJ | 1340 | 250 | Bowling Green Bcstg. Co. Inc.<br>Lehman & Fairview Ave.<br>1340 | MBS<br>Southern | Ken Given<br>Ken Given<br>Ann Hamilton | Harriet Stout<br>Helen Given<br>Jimmy Hight | Burn-Smith<br>Standard<br>Associated<br>UP |
| **HARLAN**............ | WHLN | 1450 | 250 | Blanfox Radio Co. Inc.<br>Harlan<br>625 | .... | {R. B. Helms<br>{J. Francke Fox<br>R. B. Helms<br>C. E. Whikehart | R. B. Helms<br>C. E. Whikehart<br>J. Francke Fox | Burn-Smith<br>World<br>UP |
| **HENDERSON**....... | WSON | 860 | 250–D | Paducah Broadcasting Co. Inc.<br>Zion Road<br>3923 | .... | Pierce E. Lackey<br>Hecht S. Lackey<br>Hecht S. Lackey | Stanley Mayer<br>..............<br>.............. | Sears & Ayer<br>Thesaurus<br>Associated<br>UP |

# HOOPER SHOWS *What Kansas City Knows*

*KCKN is fast being "discovered" by value-wise time buyers. Better check into current availabilities . . . today.*

The May-thru-September, 1943 Hooper survey is the *fourth* consecutive 5-month report to verify the fact that KCKN, a 250-watt local station, holds more daytime listeners in Greater Kansas City than each of 3 network outlets.

Unusual low rates offer the chance of a lifetime to reach and sell for a song, a major portion of the 861,000 persons within KCKN's primary service area.

## HOOPER STATION LISTENING INDEX

Monday thru Friday — May thru September, 1943

*(Per cent of Listeners)*

| PERIOD | STATION A | STATION B | KCKN | STATION D | STATION E | STATION F |
|---|---|---|---|---|---|---|
| 8:00 to 8:30 a.m. | 29.0% | 19.4% | 17.7% | 6.5% | 12.9% | 9.7% |
| 8:30 to 9:00 a.m. | 22.7% | 25.3% | 14.7% | 14.7% | 13.3% | 6.6% |
| 9:00 to 9:30 a.m. | 36.7% | 19.0% | 13.9% | 8.9% | 15.2% | 5.1% |
| 9:30 to 10:00 a.m. | 23.9% | 29.9% | 13.4% | 11.9% | 14.9% | 6.0% |
| 10:00 to 10:30 a.m. | 27.2% | 30.1% | 10.7% | 16.5% | 5.8% | 8.7% |
| 10:30 to 11:00 a.m. | 43.7% | 21.9% | 12.5% | 8.3% | 7.3% | 4.2% |
| 11:00 to 11:30 a.m. | 50.9% | 14.5% | 14.6% | 6.4% | 7.3% | 3.6% |
| 11:30 to 12:00 a.m. | 61.1% | 11.1% | 15.0% | 5.6% | 5.6% | 0.8% |
| 12:00 to 12:30 p.m. | 37.7% | 21.2% | 17.8% | 6.8% | 11.7% | 4.1% |
| 12:30 to 1:00 p.m. | 25.0% | 23.5% | 21.2% | 12.1% | 12.1% | 4.6% |
| 1:00 to 1:30 p.m. | 35.5% | 25.0% | 16.1% | 8.1% | 12.1% | 1.6% |
| 1:30 to 2:00 p.m. | 27.5% | 33.3% | 12.5% | 9.2% | 13.4% | 3.3% |
| 2:00 to 2:30 p.m. | 13.8% | 53.2% | 13.8% | 3.6% | 10.1% | 4.6% |
| 2:30 to 3:00 p.m. | 16.8% | 52.2% | 14.2% | 8.8% | 5.3% | 0 |
| 3:00 to 3:30 p.m. | 22.1% | 47.4% | 14.7% | 6.3% | 8.4% | 0 |
| 3:30 to 4:00 p.m. | 13.6% | 49.1% | 17.3% | 5.5% | 13.6% | 0.9% |
| 4:00 to 4:30 p.m. | 23.0% | 51.6% | 8.7% | 7.2% | 8.7% | 0 |
| 4:30 to 5:00 p.m. | 18.9% | 35.2% | 13.5% | 12.6% | 14.4% | 3.6% |
| 5:00 to 5:15 p.m. | 15.1% | 27.2% | 19.6% | 20.7% | 9.8% | 6.5% |
| 5:15 to 5:30 p.m. | 18.4% | 20.4% | 27.2% | 19.4% | 11.7% | 2.9% |
| 5:30 to 5:45 p.m. | 14.8% | 21.3% | 24.1% | 23.2% | 12.0% | 4.6% |
| 5:45 to 6:00 p.m. | 37.9% | 16.2% | 18.9% | 8.1% | 15.3% | 1.8% |
| 6:00 to 6:15 p.m. | 37.9% | 28.8% | 13.6% | 6.8% | 12.9% | 0 |
| 6:15 to 6:30 p.m. | 30.8% | 37.1% | 17.5% | 5.6% | 4.9% | 2.8% |
| 6:30 to 6:45 p.m. | 36.5% | 21.4% | 23.8% | 11.9% | 4.0% | 2.4% |
| 6:45 to 7:00 p.m. | 34.8% | 28.4% | 17.0% | 12.8% | 5.7% | 1.3% |

**KCKN**
*Kansas City*

*The Voice of Greater Kansas City*

**BEN LUDY,** GENERAL MANAGER
KCKN, *Kansas City* • WIBW, *Topeka*
**ELLIS ATTEBERRY,** MANAGER—KCKN, *Kansas City*

*Represented by*
**CAPPER PUBLICATIONS, INC.**

**NEW YORK** 420 LEXINGTON
**CHICAGO** 180 N. MICHIGAN
**SAN FRANCISCO** 1207 RUSS BUILDING

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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*(Data corrected to January 1, 1944)*

## KENTUCKY—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **HOPKINSVILLE**..... | WHOP | 1230 | 250 | Paducah Broadcasting Co. Inc.<br>Cadiz Rd.<br>1025 | CBS | Pierce E. Lackey<br>F. Ernest Lackey<br>F. Ernest Lackey | Bonnie Bessire<br>..............<br>Lynton R. Lemond | Sears & Ayer<br>World<br>Associated<br>MacGregor<br>UP |
| **LEXINGTON**........ | WLAP | 1450 | 250 | American Broadcasting Corp.<br>Radio Building<br>1721 | MBS | Gilmore N. Nunn<br>Ted Grizzard<br>Ed Willis | Lowry Kohler<br>Lowry Kohler<br>Sanford Helt | Perry<br>Thesaurus<br>Standard<br>Associated<br>UP |
| **LOUISVILLE 2**...... | WAVE | 970 | 5,000 | WAVE Inc.<br>334 E. Broadway<br>Wabash 6543 | NBC | Maj. George W. Norton Jr.<br>Nathan Lord<br>James F. Cox | George Patterson<br>Elizabeth Sanders<br>Wilbur E. Hudson | Free & Peters<br>Associated<br>Thesaurus<br>Lang-Worth<br>INS |
| **LOUISVILLE 2**...... | WGRC | 1400 | 250 | Northside Broadcasting Corp.<br>Kentucky Home Life Bldg.<br>Wabash 8871 | MBS | J. Porter Smith<br>Charles Lee Harris<br>J. Porter Smith | David Wilburn<br>Harry Hunter<br>Perry W. Esten | Burn-Smith<br>Biddick<br>Standard<br>Associated<br>AP |
| **LOUISVILLE 2**...... | WHAS | 840 | 50,000 | Courier-Journal & Louisville Times<br>300 W. Liberty St.<br>Wabash 2211 | CBS | Mark Ethridge<br>W. Lee Coulson<br>Joseph S. Eaton | A. W. Marlin<br>John H. Hoagland<br>Orrin W. Towner(leave) | Petry<br>Standard<br>Associated<br>AP, UP |
| **LOUISVILLE 1**...... | WINN | 1240 | 250 | Kentucky Broadcasting Corp.<br>Tyler Hotel<br>Wabash 4126 | Blue | D. E. Kendrick<br>D. E. Kendrick<br>G. F. Bauer | M. K. McCarten<br>..............<br>Vernon Nunn, acting | ..............<br>MacGregor<br>AP |
| **OWENSBORO**....... | WOMI | 1490 | 250 | Owensboro Broadcasting Co. Inc.<br>Byars Ave. & Livermore Rd.<br>420 | .... | Lawrence W. Hager<br>Hugh O. Potter<br>Malcolm Greep | Cliffordean Potter<br>Hugh O. Potter<br>Leslie R. Goodaker | Burn-Smith<br>Standard<br>AP |
| **PADUCAH**.......... | WPAD | 1450 | 250 | Paducah Broadcasting Co. Inc.<br>Taylor Building<br>4100 | CBS | Pierce E. Lackey<br>Pierce E. Lackey<br>Gene Peak | Gene Peak<br>Gene Peak<br>U. C. Morris | Sears & Ayer<br>Associated<br>World<br>MacGregor<br>UP |

## LOUISIANA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **ALEXANDRIA 4**..... | KALB | 1240 | 250 | Alexandria Broadcasting Co. Inc.<br>Box 788<br>3335 | Blue | Walter H. Allen<br>Edgar R. Cappellini<br>Edgar R. Cappellini | Dorothy Aden<br>Edgar R. Cappellini<br>Jesse R. Sexton | ..............<br>Standard<br>INS |
| **BATON ROUGE 8**... | WJBO | 1150 | 5,000 | Baton Rouge Broadcasting Co. Inc.<br>444 Florida St.<br>5271 | Blue | Charles P. Manship Jr.<br>J. R. Dabadie<br>T. E. Gibbens | W. J. Keown Jr.<br>T. E. Gibbens<br>W. T. Golson | Hollingbery<br>World<br>UP |
| **LAFAYETTE**........ | KVOL | 1340 | 250 | Evangeline Broadcasting Co.<br>Evangeline Hotel<br>336 | .... | Morgan Murphy<br>George H. Thomas<br>Robert A. Escudier | Allison Theriot<br>..............<br>Raymond E. Wheeler | ..............<br>Standard<br>UP |
| **LAKE CHARLES** .... | KPLC | 1490 | 250 | Calcasieu Broadcasting Co.<br>Box 1521<br>2713 | .... | T. B. Lanford<br>David Wilson<br>.............. | Margaret C. Mercer<br>..............<br>B. Hillman Bailey Jr. | ..............<br>Thesaurus<br>Standard<br>UP |
| **MONROE**........... | KMLB | 1230 | 250 | Liner's Bcstg. Station Inc.<br>Monroe<br>4321 | Blue | J. C. Liner<br>J. C. Liner Jr.<br>J. C. Liner Jr. | Margie Watson<br>Beverly Buckner<br>O. L. Morgan | ..............<br>Standard<br>AP, UP |
| **NEW ORLEANS**..... | WDSU | 1280 | 5,000 | WDSU Inc.<br>Hotel Monteleone<br>Raymond 7135 | Blue | E. A. Stephens<br>..............<br>.............. | Stanley Holiday<br>Ruth Sullivan<br>Charles L. Whitney | Weed<br>Lang-Worth<br>UP |
| **NEW ORLEANS**..... | WJBW | 1230 | 250 | C. C. Carlson<br>Audubon Bldg.<br>Raymond 5060 | .... | C. C. Carlson<br>C. C. Carlson<br>.............. | James Landry<br>..............<br>C. C. Carlson | Cox & Tanz |
| **NEW ORLEANS 12**.. | WNOE | 1450 | 250 | WNOE Inc.<br>St. Charles Hotel<br>Raymond 0423 | MBS | James A. Noe<br>James E. Gordon<br>James E. Gordon | Beverly Brown<br>..............<br>Ellis Trepagnier | McGillvra<br>Standard<br>Associated<br>AP |
| **NEW ORLEANS 16**.. | WSMB | 1350 | 5,000 | WSMB Inc.<br>901 Canal St.<br>Magnolia 5921 | NBC<br>So. Central | E. V. Richards<br>Harold M. Wheelahan<br>T. J. Fontelieu | Harry Arthur<br>T. J. Fontelieu<br>Harold G. Nebe | Petry<br>Thesaurus<br>AP |
| **NEW ORLEANS 12**.. | WWL | 870 | 50,000 | Loyola University<br>Roosevelt Hotel<br>Raymond 2194 | CBS | Loyola University<br>W H. Summerville<br>Larry Baird | Ed Hoerner<br>Alice Robert<br>J. D. Bloom | Katz<br>World<br>Standard<br>UP |
| **SHREVEPORT "R"** . | KRMD | 1340 | 250 | Radio Station KRMD Inc.<br>Box 1712<br>6171 | Blue | R. M. Dean<br>Glenn V. Wilson<br>Spencer S. Lanford | ..............<br>..............<br>J. C. Irby | ..............<br>INS |
| **SHREVEPORT 92** ... | KTBS | 1480 | 1,000 | Tri-State Broadcasting System Inc.<br>Commercial Bldg.<br>2-8711 | NBC<br>So. Central | John D. Ewing<br>John C. McCormack<br>J. A. Oswald | B. G. Robertson<br>C. W. Doebler<br>C. H. Maddox | Branham<br>Thesaurus<br>Lang-Worth<br>AP, UP |
| **SHREVEPORT 92** ... | KWKH | 1130 | 50,000 | International Broadcasting Corp.<br>Commercial Bldg.<br>2-8711 | CBS<br>So. Central | John D. Ewing<br>John C. McCormack<br>J. A. Oswald | Fred Ohl<br>C. W. Doebler<br>W. E. Antony | Branham<br>Standard<br>Lang-Worth<br>AP, UP |

# NO, SIR—
# NELL (Ky.)
# AIN'T
# "GOOD!"

In this case, believe it or not, "our Nell" is an actual town in Kentucky—but so help us, she ain't really *ours*. She belongs to the big, cosmic stations that cover everything—even poor Nell! WAVE covers, primarily, the Louisville Trading Area. But that, as it happens, is the area that *does more business* than all other counties, cities, towns, hamlets, whistle stops and lonely cabins in the State. Why don't you quit bothering ole Nell?

## LOUISVILLE'S
# WAVE

5000 Watts · 970 K. C. · N. B. C.

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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*LS—Local Sunset.* *L—Limited Time with Dominant Station.* *SA—Special Authorization.*
(*Data corrected to January* 1, 1944)

## MAINE

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **AUGUSTA** | WRDO | 1400 | 250 | WRDO Inc.<br>175 Water St.<br>2285 | NBC<br>Yankee<br>New England | Adeline B. Rines<br>Arthur Owens<br>Walter Weightman | ..............<br>..............<br>Harold Dinsmore | Weed<br>Bannan<br>Associated<br>UP |
| **BANGOR** | WABI | 910 | 250<br>CP-5,000 | Community Bcstg. Service Inc.<br>57 State St.<br>6446 | CBS | F. B. Simpson<br>F. B. Simpson<br>Guy E. Corey | Harold Dorr<br>..............<br>Walter Dickson | Spot Sales<br>Walker<br>Foster<br>Associated |
| **BANGOR** | WLBZ | 620 | 5,000 | Maine Broadcasting Co. Inc.<br>100 Main St.<br>6023 | NBC<br>Yankee<br>New England | Thompson L. Guernsey<br>Thompson L. Guernsey<br>Thompson L. Guernsey | Thompson L. Guernsey<br>Thompson L. Guernsey<br>Thompson L. Guernsey | Weed<br>Bannan<br>Associated<br>Thesaurus<br>UP |
| **LEWISTON** | WCOU | 1240 | 250 | Twin City Broadcasting Co. Inc.<br>223 Lisbon St.<br>3140 | MBS<br>Yankee | Faust Couture<br>John C. Libby<br>John C. Libby | Harold Dyer<br>Lavern Colton<br>John T. Duty | Forjoe<br>Kane<br>Associated<br>Standard<br>UP |
| **PORTLAND 3** | WCSH | 970 | 5,000 | Congress Square Hotel Co.<br>157 High St.<br>3-9667 | NBC<br>Yankee<br>New England | Adeline B. Rines<br>William H. Rines<br>Albert W. Smith | Caleb Paine<br>Linwood T. Pitman<br>G. Fred Crandon | Weed<br>Bannan<br>Thesaurus<br>Associated<br>UP |
| **PORTLAND 3** | WGAN | 560 | 5,000 | Portland Broadcasting System Inc.<br>Columbia Hotel<br>2-7489 | CBS | Guy P. Gannett<br>C. E. Gatchell<br>Arthur K. Atherton | R. E. Bates<br>C. E. Gatchell<br>R. W. Hodgkins | Raymer<br>Foster<br>Standard<br>UP |
| **PRESQUE ISLE** | WAGM | 1450-SH | 100 | Aroostook Broadcasting Corp.<br>Northern National Bank Bldg.<br>8821 | .... | Hugh J. McQuire<br>Harold D. Glidden<br>Harold D. Glidden | Harold D. Glidden<br>Harold D. Glidden<br>Lester E. Hughes | Kane<br>World |

## MARYLAND

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **BALTIMORE 3** | WBAL | 1090 | 50,000 | Hearst Radio Inc.<br>Lexington Bldg.<br>Lexington 4900 | NBC | Hearst-Harold C. Burke<br>Harold C. Burke<br>Leslie H. Peard Jr. | James M. Kennedy<br>..............<br>Gerald W Cooke | Petry<br>World<br>Standard<br>UP, INS |
| **BALTIMORE 17** | WCAO | 600 | 5,000 | Monumental Radio Co.<br>811 W. Lanvale St.<br>Madison 7220 | CBS | Lewis M. Milbourne<br>L. Waters Milbourne<br>L. Waters Milbourne | Gordon A. Scheihing<br>George L. Filling<br>L. Waters Milbourne<br>Martin L. Jones | Raymer<br>Lang-Worth<br>MacGregor<br>INS |
| **BALTIMORE 13** | WCBM | 1400 | 250 | Baltimore Broadcasting Corp.<br>North & Harford Ave.<br>University 8400 | Blue | John Elmer<br>George H. Roeder<br>John Elmer | Charles A. Roeder<br>E. Frank Thomas<br>A. E. Eckels | Free & Peters<br>Associated<br>Lang-Worth<br>UP, INS |
| **BALTIMORE** | WFBR | 1300 | 5,000 | Baltimore Radio Show Inc.<br>10 E. North Ave.<br>Mulberry 1300 | MBS<br>Maryland | Robert S. Maslin<br>Hope H. Barroll Jr.<br>Andrew H. Hilgartner | Bert Hanauer<br>Robert S. Maslin Jr.<br>William Q. Ranft | Blair<br>World<br>MacGregor<br>Associated<br>AP, INS |
| **BALTIMORE 2** | WITH | 1230 | 250 | Maryland Broadcasting Co.<br>7 E. Lexington St.<br>Lexington 7808 | .... | Thomas G. Tinsley Jr.<br>Thomas G. Tinsley<br>R. C. Embry | R. W. Baker<br>Buff Elias<br>James S. Duff | Headley-Reed<br>Standard<br>Lang-Worth<br>AP |
| **CUMBERLAND** | WTBO | 1450 | 250 | Associated Broadcasting Corp.<br>Commercial Bank Bldg.<br>298 | NBC | Aurelia S. Becker<br>Aurelia S. Becker<br>Dale Robertson | ..............<br>Dale Robertson<br>.............. | Spot Sales<br>World<br>AP, UP |
| **FREDERICK** | WFMD | 930 | 500 | Monocacy Broadcasting Co.<br>Winchester Hall<br>1626 | CBS | Laurence Leonard<br>A. V. Tidmore<br>J. F. Eisenhauer | Eve Chamberlain<br>..............<br>A. V. Tidmore | Wilson<br>World<br>TP |
| **HAGERSTOWN** | WJEJ | 1240 | 250 | Hagerstown Broadcasting Co.<br>Franklin Court<br>2323 | MBS<br>Maryland | Dr. A. L. Blessing<br>Grover C. Crilley<br>Hal Seville | Bernice Crilley<br>Grover C. Crilley<br>George McIntyre | ..............<br>Associated<br>TP |
| **SALISBURY** | WBOC | 1230 | 250 | Peninsula Broadcasting Co.<br>Radio Park<br>2480 | MBS<br>Maryland | John W. Downing<br>Charles J. Truitt<br>Charles J. Truitt | Jane Allen<br>Charles J. Truitt<br>Peter A. Alfonsi | ..............<br>World<br>UP |

## MASSACHUSETTS

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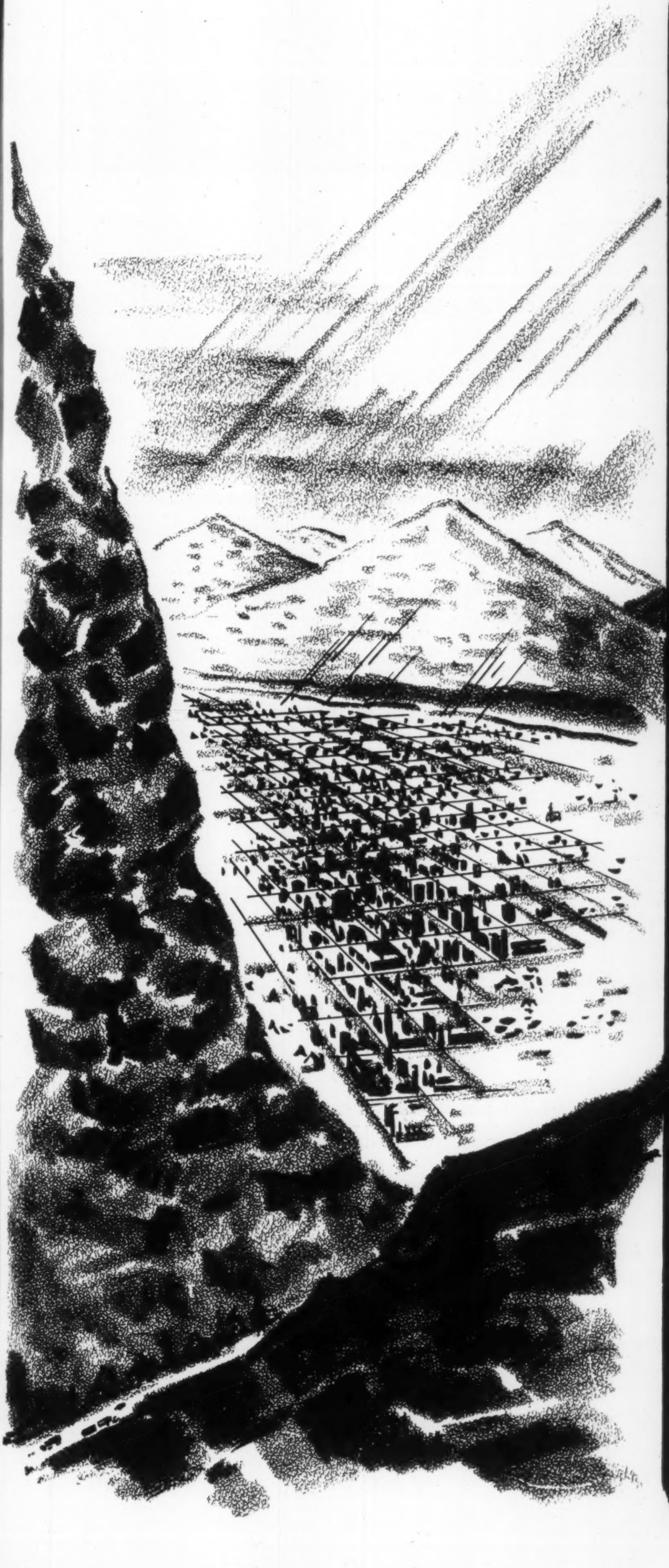
|---|---|---|---|---|---|---|---|---|
| **BOSTON** | WBZ | 1030 | 50,000 | Westinghouse Radio Stations Inc.<br>275 Tremont St.<br>Hancock 4261 | NBC<br>New England | Westinghouse-Walter C. Evans<br>C. S. Young<br>C. H. Masse | W. Gordon Swan<br>Harry D. Goodwin<br>W. H. Hauser | NBC Spot<br>Associated<br>Thesaurus<br>AP, UP |
| **BOSTON 16** | WCOP | 1150 | 500 | Massachusetts Broadcasting Corp.<br>Copley Plaza Hotel<br>Commonwealth 1717 | .... | Harold A. Lafount<br>George Lasker<br>A. N. Armstrong Jr. | Hal Tunis<br>..............<br>Roland Hale | ..............<br>Standard<br>Associated<br>AP, INS |



# NBC NOW COVERS MARYLAND'S SECOND LARGEST CITY WITH WTBO

National Advertisers can now cover the rich Tri-State Cumberland trading area with their programs on NBC or with National Spot by contacting Spot Sales.

WTBO was a good buy as a non-network station, because it covered the Cumberland trading area. NOW, with NBC and full time, it is still a better buy.

☆

**WTBO**
*Cumberland*
**MARYLAND**
1450 KC

UNITED PRESS ☆ ASSOCIATED PRESS

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
*LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
*(Data corrected to January 1, 1944)*

## MASSACHUSETTS—(Continued)

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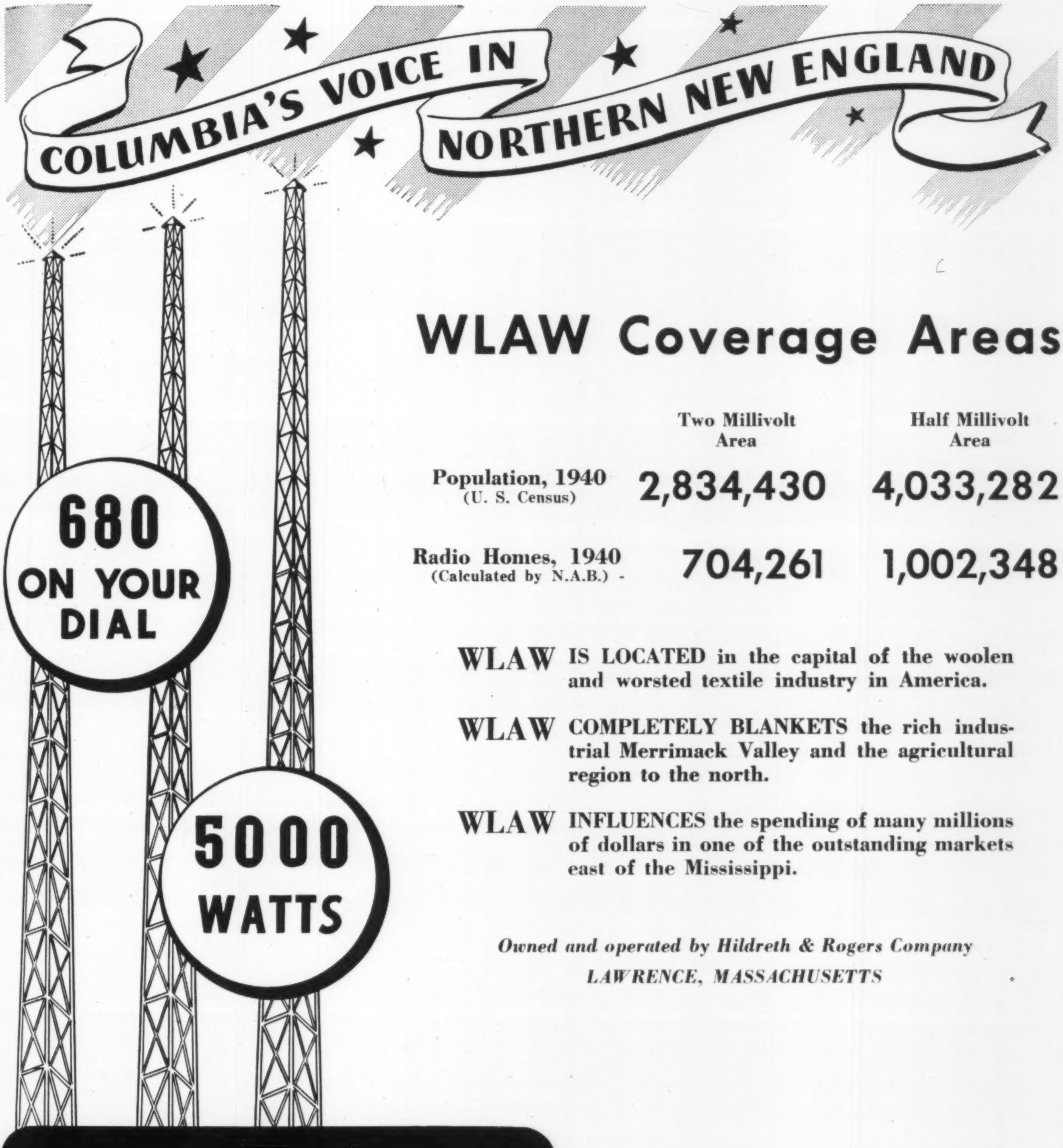
|---|---|---|---|---|---|---|---|---|
| **BOSTON 12** | WEEI | 590 | 5,000 | Columbia Broadcasting System Inc.<br>182 Tremont St.<br>Hubbard 2323 | CBS | CBS-H. E. Fellows<br>H. E. Fellows<br>K. F. Horton | K. F. Horton<br>G. H. Cunningham<br>W. J. Stiles | Radio Sales<br>World<br>Associated<br>AP, UP |
| **BOSTON 16** | WHDH | 850 | 5,000 | Matheson Radio Co. Inc.<br>62 Boylston St.<br>Hancock 0900 | Blue | Ralph G. Matheson<br>Ralph G. Matheson<br>Ralph G. Matheson | George M. Watson Jr.<br>George M. Watson Jr.<br>Ralph G. Matheson | Spot Sales<br>World<br>Associated<br>Thesaurus<br>AP |
| **BOSTON 15** | WMEX | 1510 | 5,000 | Northern Corp.<br>70 Brookline Ave.<br>Commonwealth 3900 | .... | Lt. John E. Reilly, USN<br>William S. Pote<br>William S. Pote | John Kiley, acting<br>..............<br>Alfred J. Pote | McGillvra<br>MacGregor<br>INS |
| **BOSTON 15** | WNAC | 1260 | 5,000 | Yankee Network Inc.<br>21 Brookline Ave.<br>Commonwealth 0800 | MBS<br>Yankee | William F. O'Neil<br>John Shepard 3d<br>Linus Travers<br>Linus Travers | Herbert Rice<br>James Powers<br>Irving B. Robinson | Petry<br>Standard<br>Associated<br>AP |
| **BOSTON 16** | WORL | 950 | 1,000–D | Bcstg. Service Organization Inc.<br>216 Tremont St.<br>Liberty 4540 | .... | Harold A. Lafount<br>George Lasker<br>A. N. Armstrong Jr. | Robert N. Perry<br>Robert Sanford<br>John Parker | ..............<br>Associated<br>AP, UP |
| **FALL RIVER** | WSAR | 1480 | 1,000 | Doughty & Welch Electric Co. Inc.<br>102 S. Main St.<br>7-9477 | MBS<br>Yankee | William T. Welch<br>William T. Welch<br>Leonard C. Cox | Josephine Y. Welch<br>Angus Bailey<br>John C. Pavao | Walker<br>Foster<br>Kane<br>Standard<br>Associated<br>INS |
| **FITCHBURG** | WEIM | 1340 | 250 | Radio Station WEIM<br>717 Main St.<br>1600 | MBS<br>Yankee | Ruben E. Aronheim<br>Earle G. Clement<br>Mort Silverman | Robert Reynolds<br>..............<br>Theodore Kalin | ..............<br>Lang-Worth<br>AP |
| **GREENFIELD** | WHAI | 1240 | 250 | John W. Haigis<br>354 Main St.<br>4301 | MBS<br>Yankee | John W Haigis<br>Horace W. Nichols<br>Horace W. Nichols | Ann M. Erickson<br>..............<br>Leland F. Wheeler | Bannan<br>Foster<br>Kane<br>World<br>Associated |
| **HOLYOKE** | WHYN | 1400 | 250 | Hampden-Hampshire Corp.<br>180 High St.<br>8238 | MBS<br>Yankee | William G. Dwight<br>Patrick J. Montague<br>Patrick J. Montague | Thomas R. Humphrey<br>Patrick J. Montague<br>Thomas R. Humphrey | Bannan<br>Kane<br>Associated<br>UP |
| **LAWRENCE** | WLAW | 680 | 5,000 | Hildreth & Rogers Co.<br>278 Essex St.<br>4107 | CBS | Irving E. Rogers<br>George H. Jaspert<br>David M. Kimel | Joseph P. Oakes<br>..............<br>George A. Hinckley | Katz<br>Foster<br>Thesaurus<br>Standard<br>UP |
| **LOWELL** | WLLH | 1400 | 250 | Merrimac Broadcasting Co. Inc.<br>39 Kearney Square<br>8715 | MBS<br>Yankee | A. S. Moffat<br>Robert F. Donahue<br>Haskell Bloomberg | Thomas Clayton<br>Robert Donahue<br>Ralph Newton | Petry<br>Associated<br>INS |
| **NEW BEDFORD** | WNBH | 1340 | 250 | E. Anthony & Sons Inc.<br>588 Pleasant St.<br>8-5228 | Blue | Basil Brewer<br>Hugh R. Norman<br>.............. | Donald L. Sellers<br>..............<br>Irving Vermilya | Burn-Smith<br>Foster<br>Kane<br>Thesaurus<br>Associated<br>AP |
| **PITTSFIELD** | WBRK | 1340 | 250 | Monroe B. England<br>8 Bank Row<br>2-1553 | MBS<br>Yankee | Monroe B. England<br>Monroe B. England<br>John Parsons | Richard Mills<br>John Parsons<br>Leonard Lavendol | Burn-Smith<br>Foster<br>Kane<br>Standard<br>Associated<br>UP |
| **SALEM-MARBLEHEAD** | WESX | 1230 | 250 | North Shore Broadcasting Co.<br>126 Washington St., Salem<br>Salem 5670 | .... | Charles W. Phelan<br>A. M. Morgan<br>A. M. Morgan | Marion Holt<br>A. M. Morgan<br>Alwyn Stacey | Foster<br>Thesaurus<br>Associated<br>World<br>AP, INS |
| **SPRINGFIELD** | WBZA | 1030 | 1,000 | Westinghouse Radio Stations Inc.<br>Chestnut St.<br>6-8336 | NBC<br>New England | Westinghouse-Walter C. Evans<br>C. S. Young<br>C. H. Masse | W. Gordon Swan<br>Harry D. Goodwin<br>W. H. Hauser | NBC Spot<br>Associated<br>Thesaurus<br>UP |
| **SPRINGFIELD 3** | WMAS | 1450 | 250 | WMAS Inc.<br>Hotel Charles<br>7-1414 | CBS | Albert S. Moffat<br>Warren M. Greenwood<br>Warren M. Greenwood | Warren M. Greenwood<br>Warren M. Greenwood<br>Earl G. Hewinson | Petry<br>Associated<br>INS |
| **SPRINGFIELD 5** | WSPR | 1270 | 500 | WSPR Inc.<br>63 Chestnut St.<br>6-2757 | Blue | Quincy A. Brackett<br>Quincy A. Brackett<br>Milton W. Stoughton | Wayne Henry Latham<br>Milton W. Stoughton<br>Lawrence A. Reilly | Hollingbery<br>Bannan<br>Kane<br>Associated<br>Lang-Worth<br>INS |
| **WORCESTER 8** | WAAB | 1440 | 5,000 | Yankee Network Inc.<br>State Mutual Bldg.<br>6-1411 | MBS<br>Yankee | William F. O'Neil<br>John Shepard 3d<br>Dorothy Robinson<br>Dorothy Robinson | Albert Hiorns<br>James Powers, Boston<br>Joseph E. Grahn | Petry<br>Standard<br>Associated<br>AP |
| **WORCESTER 2** | WORC | 1310 | 1,000 | Alfred Frank Kleindienst<br>65 Elm St.<br>5-3101 | Blue | Alfred Frank Kleindienst<br>Mildred P. Stanton<br>.............. | ..............<br>..............<br>.............. | Weed<br>Lang-Worth<br>INS |
| **WORCESTER 1** | WTAG | 580 | 5,000 | Worcester Telegram Pub. Co. Inc.<br>18 Franklin St.<br>5-4321 | CBS | George F. Booth<br>Edward E. Hill<br>Herbert L. Krueger | David H. Harris<br>Mitzi Kornetz<br>Elliot A. Browning | Raymer<br>Bannan<br>World<br>Associated<br>AP |



# WLAW Coverage Areas

| | Two Millivolt Area | Half Millivolt Area |
|---|---|---|
| Population, 1940 (U. S. Census) | 2,834,430 | 4,033,282 |
| Radio Homes, 1940 (Calculated by N.A.B.) | 704,261 | 1,002,348 |

**WLAW** IS LOCATED in the capital of the woolen and worsted textile industry in America.

**WLAW** COMPLETELY BLANKETS the rich industrial Merrimack Valley and the agricultural region to the north.

**WLAW** INFLUENCES the spending of many millions of dollars in one of the outstanding markets east of the Mississippi.

*Owned and operated by Hildreth & Rogers Company*
*LAWRENCE, MASSACHUSETTS*

**WLAW**

*National Representatives: The Katz Agency, Inc.—New York, Chicago, Detroit, Atlanta, Kansas City, Dallas, San Francisco*

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## MICHIGAN

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|---|---|---|---|---|---|---|---|---|
| **BATTLE CREEK** .... | WELL | 1400 | 250 | Federated Publications, Inc.<br>Michigan National Bank Bldg.<br>5655 | Blue<br>Michigan | A. L. Miller<br>D. E. Jayne<br>E. P. Mills Jr. | Frank Jayne<br>..............<br>Earl J. Stone | Burn-Smith<br>Associated |
| **BAY CITY**.......... | WBCM | 1440 | 1,000-LS<br>500-N | Bay Broadcasting Co. Inc.<br>Wenonah Hotel<br>7551 | Blue<br>Michigan | Harley D. Peet<br>H. A. Giesel<br>H. A. Giesel | Frank E. Catto<br>..............<br>Ralph H. Carpenter | Hollingbery<br>Thesaurus<br>Associated<br>UP |
| **CALUMET**.......... | WHDF | 1400 | 250 | Upper Michigan Broadcasting Co.<br>Community Bldg., Houghton<br>Houghton 1 | Blue<br>Michigan<br>Northern | A. L. Burgan<br>John W. Rice<br>Albert W. Payne | Albert W. Payne<br>John W. Rice<br>George L. Burgan | Sears & Ayer<br>World<br>Standard<br>AP |
| **DETROIT 2**......... | WJBK | 1490 | 250 | James F. Hopkins Inc.<br>6559 Hamilton Ave.<br>Trinity 2-2000 | .... | James F. Hopkins<br>James F. Hopkins<br>Arthur Croghan | Sybil Krieghoff<br>N. W. Hopkins<br>E. T. McKenzie | Forjoe<br>Holman<br>Associated<br>World<br>AP |
| **DETROIT 26**........ | WJLB | 1400 | 250 | John L. Booth Broadcasting Inc.<br>Eaton Tower<br>Cadillac 7600 | .... | John Lord Booth<br>Hugh M. Gray, acting<br>Paul Y. Clark | Douglas Wright<br>Mitchell Jachimski<br>Edward H. Clark | Burn-Smith<br>World<br>Standard<br>Thesaurus<br>Associated<br>AP |
| **DETROIT 2**......... | WJR | 760 | 50,000 | WJR The Goodwill Station<br>Fisher Bldg.<br>Madison 4440 | CBS | G. A. Richards<br>Leo Fitzpatrick<br>{Owen F. Uridge<br>{Charles G. Burke | Franklin Mitchell<br>Mark Haas<br>{Merrill Mitchell<br>{A. Friedenthal | Petry<br>Standard<br>Lang-Worth<br>World<br>AP, INS |
| **DETROIT 31**........ | WWJ | 950 | 5,000 | Evening News Assn.<br>630 W. Lafayette Blvd.<br>Randolph 2000 | NBC | W. E. Scripps<br>Harry Bannister<br>Harry Betteridge | Don DeGroot<br>Jake Albert<br>Herbert F. Tank | Hollingbery<br>Standard<br>Associated<br>Lang-Worth<br>UP |
| **DETROIT 26**........ | WXYZ | 1270 | 5,000 | King-Trendle Broadcasting Corp.<br>Stroh Bldg.<br>Cherry 8321 | Blue<br>Michigan | George W. Trendle<br>H. Allen Campbell<br>H. Allen Campbell | ..............<br>{Harold S. Christian<br>{Lambert B. Beeuwkes<br>Verne Alston | Raymer<br>Standard<br>Associated<br>Lang-Worth<br>UP |
| **DETROIT**.......... | CKLW<br>(Windsor, Ont.) | 800 | 5,000 | Western Ontario Bcstg. Co. Ltd.<br>Union Guardian Bldg.<br>Cadillac 7200 | MBS | Malcolm G. Campbell<br>J. E. Campeau<br>R. E. Jones | John Gordon<br>Lois M. Michels<br>W. J. Carter | McGillvra<br>Stovin & Wright<br>World<br>Thesaurus<br>BUP |
| **EAST LANSING**..... | *WKAR | 870 | 5,000-D | Michigan State College<br>East Lansing<br>8-1511 | .... | Michigan State College<br>Robert J. Coleman<br>.............. | Robert J. Coleman<br>..............<br>Norris E. Grover | ..............<br>Standard<br>AP |
| **ESCANABA**......... | WDBC | 1490 | 250 | Delta Broadcasting Co.<br>First & Ludington Sts.<br>787 | Blue<br>Michigan<br>Northern | Gordon H. Brozek<br>Gordon H. Brozek<br>.............. | Martin J. Flanigan Jr.<br>..............<br>Gordon H. Brozek | ..............<br>Standard<br>UP |
| **FLINT 3**........... | WFDF | 910 | 1,000 | Flint Broadcasting Co.<br>Union Industrial Bldg.<br>2-7158 | Blue<br>Michigan | Howard M. Loeb<br>Howard M. Loeb<br>F. S. Loeb | Adrian R. Cooper<br>J. R. McKinley<br>Frank D. Fallain | Burn-Smith<br>Lang-Worth<br>MacGregor<br>AP |
| **GRAND RAPIDS 2** .. | WLAV | 1340 | 250 | Leonard A. Versluis<br>6 Fountain St., N. E.<br>6-5461 | Blue<br>MBS<br>Michigan<br>Wolverine | Leonard A. Versluis<br>Hy M. Steed<br>Hy M. Steed | ..............<br>..............<br>Raymond Plank | McGillvra<br>Associated<br>Standard<br>INS |
| **GRAND RAPIDS 2** .. | WOOD | 1300 | 5,000 | King-Trendle Bcstg. Corp.<br>Grand Rapids National Bank Bldg.<br>9-4211 | NBC<br>Michigan | George W. Trendle<br>Stanley W. Barnett<br>Stanley W. Barnett | Sandy Meek<br>Paul F. Eichhorn<br>Fred W. Russell | Raymer<br>Associated<br>UP |
| **IRONWOOD**........ | WJMS | 1450 | 250 | Upper Mich.-Wis. Bcstg. Co. Inc.<br>124 E. McLeod Ave.<br>20 | MBS<br>No. Central | Wm. L. Johnson<br>J. W. Huss<br>J. W. Huss | Harold Ladin<br>J. W. Huss<br>Arne J. Dahlbacka | Sears & Ayer<br>Lang-Worth<br>UP |
| **JACKSON**........... | WIBM | 1450 | 250 | WIBM Inc.<br>Hotel Hayes<br>6121 | Blue<br>Michigan | Herman Radner<br>Wm. A. Cizek<br>.............. | ..............<br>..............<br>Charles Wirtanen | Forjoe<br>AP |
| **KALAMAZOO 99** ... | WKZO | 590 | 5,000 | Fetzer Bcstg. Co.<br>Kalamazoo, Burdick Hotel<br>Grand Rapids, Herpolsheimer Bldg.<br>Kalamazoo 3-1223<br>Grand Rapids, 6-1222 | CBS | John E. Fetzer<br>John E. Fetzer<br>John W. O'Harrow | Paul O. Godt<br>John W. O'Harrow<br>Carl E. Lee | Free & Peters<br>Lang-Worth<br>AP |
| **LANSING 16**........ | WJIM | 1240 | 250 | WJIM Inc.<br>Bank of Lansing Bldg.<br>2-1333 | Blue<br>Michigan | Lt. Harold F. Gross<br>Bob Innes, acting<br>Fred Wagenvoord Jr. | O. S. Jones<br>Alice Teel<br>Melvin Wirth | ..............<br>Associated<br>UP |
| **LAPEER**............ | *WMPC | 1230-SH | 250 | Liberty Street Gospel Church<br>803 Liberty St.<br>455-J | .... | Frank S. Hemingway<br>Frank S. Hemingway<br>.............. | Nora Eastman<br>..............<br>Hollis F. Hayes | .............. |
| **MARQUETTE**....... | WDMJ | 1340 | 250 | Lake Superior Broadcasting Co.<br>146 W. Washington St.<br>616 | Blue<br>Michigan<br>Northern | Frank J. Russell Jr.<br>Gordon H. Brozek<br>Gordon H. Brozek | Eldon Wallace<br>..............<br>Gordon H. Brozek | ..............<br>World<br>TP |
| **MUSKEGON 15**..... | WKBZ | 1490 | 250 | Ashbacker Radio Corp.<br>432 Apple Ave.<br>26-051 | Blue<br>Michigan | Grant F. Ashbacker<br>Grant F. Ashbacker<br>William C. Wester | Loran A. Haney<br>Bill Bennett<br>George Krivitzky | Burn-Smith<br>MacGregor<br>World<br>UP |
| **PONTIAC**........... | WCAR | 1130 | 1,000-D | Pontiac Broadcasting Co.<br>Riker Bldg.<br>7141 | .... | H. Y. Levinson<br>H. Y. Levinson<br>.............. | Howard Donahoe<br>George M. Stutz<br>Wayne N. Cook | Pearson<br>Lang-Worth<br>Standard<br>Associated<br>AP, INS |

*No other broadcaster can make this claim!*

# Only way to reach the 5,000,000 radio listeners of Michigan is with the Michigan Radio Network

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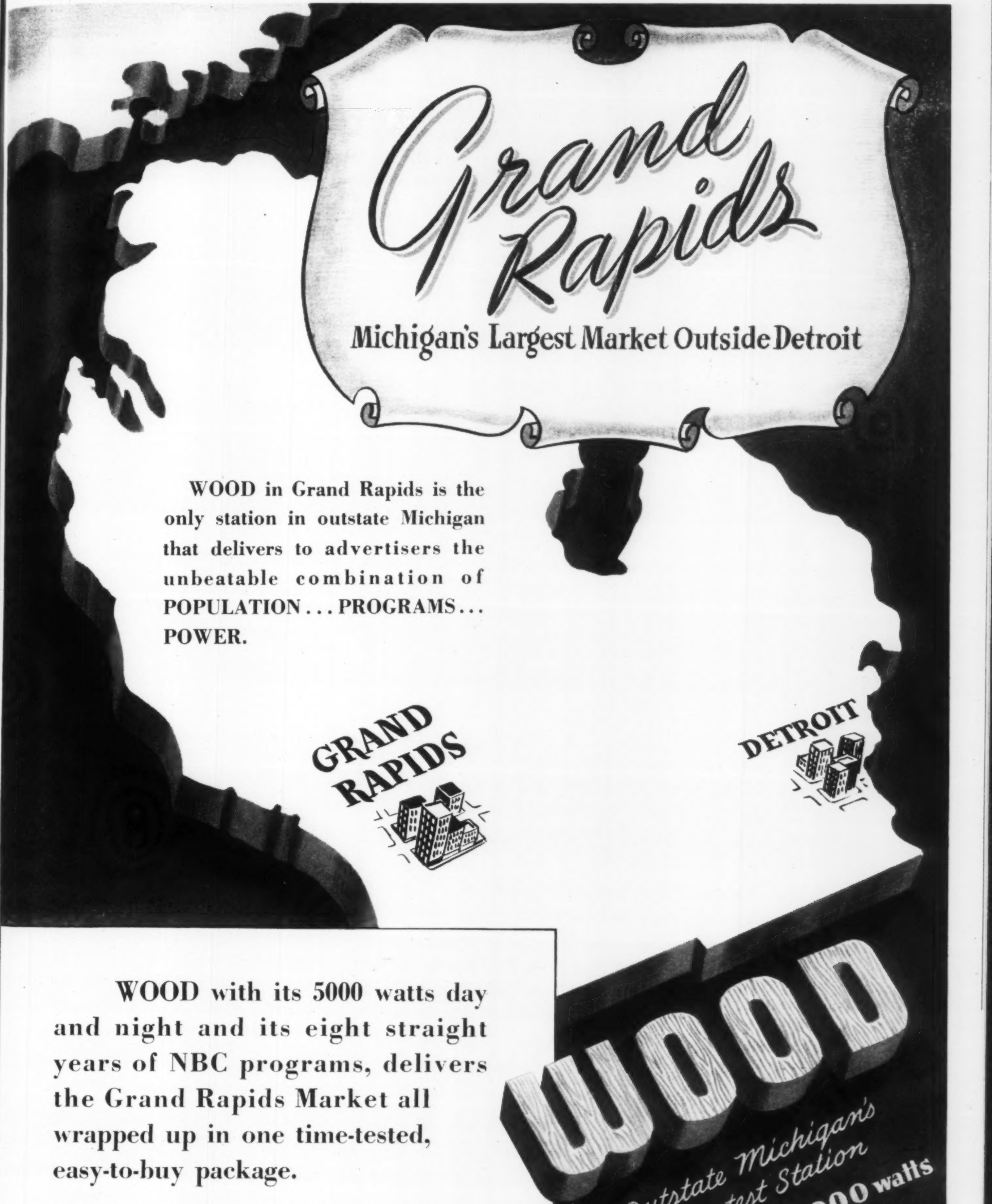
|---|---|---|---|---|---|---|---|---|
| **PORT HURON**...... | WHLS | 1450 | 250 | Port Huron Broadcasting Co.<br>932 Military St.<br>2-3151 | MBS<br>Wolverine | Hermon L. Stevens<br>Harmon L. Stevens<br>Robert L. Mackin | Hermon L. Stevens<br>V. O. Cram<br>Leslie C. Conant | Griffith<br>Holman<br>Associated<br>UP |
| **ROYAL OAK**........ | WEXL | 1340 | 250 | Royal Oak Broadcasting Co.<br>212 W. Sixth St.<br>0815 | .... | George B. Hartrick<br>Ellis C. Thompson<br>Ellis C. Thompson | Kirk Knight<br>..............<br>J. F. Steadley | ..............<br>INS |
| **SAGINAW**.......... | WSAM | 1400 | 250 | Saginaw Broadcasting Co.<br>Eddy Bldg.<br>2-5109 | NBC | Milton L. Greenebaum<br>Milton L. Greenebaum<br>Rockwell C. Force | Max McPhilliamy<br>..............<br>Ted Seaman | Headley-Reed<br>Standard<br>INS |
| **SAULT STE. MARIE** | WSOO | 1230 | 250-LS<br>100-N | Hiawathaland Broadcasting Co.<br>107 W. Portage Ave.<br>3000 | Blue<br>Michigan<br>Northern | Stanley R. Pratt<br>Stanley R. Pratt<br>R. Y. Burnett | Vera Hotton<br>R. Y. Burnett<br>Eugene Kaari | McGillvra<br>Standard |
| **TRAVERSE CITY**.... | WTCM | 1400 | 250 | Midwestern Broadcasting Co.<br>Anderson Bldg.<br>1150 | MBS<br>Wolverine | Les Biederman<br>Drew McClay, acting<br>.............. | Don Mullen<br>..............<br>Drew McClay | Holman<br>AP |

## MINNESOTA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **ALBERT LEA** ....... | KATE | 1450 | 250 | Albert Lea-Austin Bcstg. Co. Inc.<br>332 S. Broadway<br>2338 | MBS<br>No. Central<br>So. Minn. | Edgar L. Hayek<br>Edgar L. Hayek<br>Warner C. Tidemann | Robert Paulson<br>Warner C. Tidemann<br>Lawrence Lawson | Pearson<br>World<br>Lang-Worth<br>Associated<br>UP, INS |
| **DULUTH 2**.......... | KDAL | 610 | 1,000 | Red River Bcstg. Co. Inc.<br>Bradley Building<br>Melrose 2628 | CBS | Dalton Le Masurier<br>Dalton Le Masurier<br>Odin S. Ramsland | Richard Lawrence<br>Frank Herrick<br>Robert Dettman | Free & Peters<br>Standard<br>Lang-Worth<br>AP |
| **DULUTH 2**......... | WEBC | 1320 | 5,000 | Head of the Lakes Bcstg. Co.<br>WEBC Bldg.<br>Melrose 2873 | NBC<br>Northwest<br>Arrowhead | Morgan Murphy<br>Walter C. Bridges<br>James R. King | William E. Conner<br>H. H. Sonnenburg<br>William Lounsberry | Hollingbery<br>Thesaurus<br>AP, UP |
| **FERGUS FALLS**..... | KGDE | 1230 | 250-LS<br>100-N | Charles L. Jaren<br>Lincoln Ave. W.<br>3986 | MBS<br>No. Central | C. L. Jaren<br>C. L. Jaren<br>C. L. Jaren | ..............<br>..............<br>.............. | ..............<br>INS |
| **HIBBING**........... | WMFG | 1240 | 250 | Head of the Lakes Bcstg. Co.<br>Androy Hotel<br>1150 | NBC<br>Blue<br>Northwest<br>Arrowhead<br>No. Central | Morgan Murphy<br>Harry S. Hyett<br>Harry S. Hyett | Ruth E. Coe<br>Herbert Sonnenburg<br>William Lounsberry | ..............<br>UP |
| **MANKATO**.......... | KYSM | 1230 | 250 | F. B. Clements & Co.<br>101 N. Second St.<br>4673 | NBC<br>Northwest<br>So. Minn. | F. Braden Clements<br>John F. Meagher<br>John F. Meagher | J. R. Loughrin<br>John Henkes Jr.<br>Jim Houts | Pearson<br>Thesaurus<br>Associated<br>UP |
| **MINNEAPOLIS-ST. PAUL**......... | KSTP | 1500 | 50,000 | KSTP Inc.<br>St. Paul Hotel, St. Paul 2<br>St. Paul: Cedar 5511<br>Minneapolis: Bridgeport 3222 | NBC<br>Northwest | Stanley E. Hubbard<br>Kenneth M. Hance<br>Ray C. Jenkins | Corinne Jordan<br>Sam Levitan<br>Hector R. Skifter | Petry<br>Thesaurus<br>World<br>Standard<br>Associated<br>Lang-Worth<br>AP, UP |
| **MINNEAPOLIS-ST. PAUL**......... | WCCO | 830 | 50,000 | Columbia Bcstg. System Inc.<br>625 Second Ave. S., Minneapolis 2<br>Main 1202 | CBS | CBS-A. E. Joscelyn<br>A. E. Joscelyn<br>Alvin B. Sheehan | Alvin B. Sheehan<br>Sam Kaufman<br>Hugh S. McCartney | Radio Sales<br>Standard<br>MacGregor<br>Lang-Worth<br>Associated<br>AP, UP |
| **MINNEAPOLIS-ST. PAUL**......... | WDGY | 1130<br>L-Albuquerque | 5,000-LS<br>500-N | Dr. George W. Young<br>Nicollet Hotel, Minneapolis 1<br>Bridgeport 7777 | .... | Dr. George W. Young<br>Dr. George W. Young<br>Lee L. Whiting | John T. MacKnight<br>Jerry Fischbein<br>George K. Jacobsen | Rambeau<br>Standard<br>Lang-Worth<br>AP |
| **MINNEAPOLIS-ST. PAUL**......... | *WLB | 770<br>ST-WCAL | 5,000-D | University of Minnesota<br>Minneapolis 14<br>Main 8177 | .... | University of Minnesota<br>Burton Paulu<br>.............. | Betty Thomas Girling<br>..............<br>Burton Holmberg | ..............<br>UP |
| **MINNEAPOLIS-ST. PAUL**......... | WLOL | 1330 | 1,000 | Independent Merchants Bcstg. Co.<br>1730 Hennepin Ave., Minneapolis 3<br>Atlantic 0406 | MBS<br>No. Central | {Charles J. Winton Jr.<br>{Ralph L. Atlass<br>E. S. Mittendorf<br>Fred F. Laws | Edna Brautigam<br>Mary Bowers<br>Ogden Prestholdt | Pearson<br>Associated<br>INS |
| **MINNEAPOLIS-ST. PAUL**......... | WMIN | 1400 | 250 | WMIN Broadcasting Co.<br>1287 St. Anthony Ave., St. Paul 4<br>Nestor 6501 | .... | Edward Hoffman<br>Edward Hoffman<br>Samuel Nemer | Marilyn Powell<br>Samuel Nemer<br>Warren B. Fritze | Forjoe<br>Holman<br>Standard<br>AP |
| **MINNEAPOLIS-ST. PAUL**......... | WTCN | 1280 | 5,000-LS<br>1,000-N | Minnesota Broadcasting Corp.<br>Wesley Temple Bldg., Minneapolis 4<br>Main 6562 | Blue | {Minneapolis Daily Times<br>{St. Paul Dispatch-Pioneer Pr.<br>Clarence T. Hagman<br>Francis Van Konynenburg | Robert DeHaven<br>Clifford J. Rian<br>Myron N. Fleming | Free & Peters<br>Associated<br>Lang-Worth<br>AP |
| **MOORHEAD**........ | KVOX | 1340 | 250 | KVOX Broadcasting Co. Inc.<br>Comstock Hotel<br>3-1523 | MBS<br>No. Central | John W. Boler<br>M. M. Marget<br>Arv Johnson | Ellen Boltz<br>Arv Johnson<br>Richard Hanson | ..............<br>UP, INS |
| **NORTHFIELD**...... | *WCAL | 770<br>ST-WLB | 5,000-D | St. Olaf College<br>Northfield<br>770 | .... | Dr. C. M. Granskou<br>David Johnson<br>.............. | David Johnson<br>..............<br>Otto W. Haldorsen | .............. |


Grand Rapids
Michigan's Largest Market Outside Detroit
GRAND RAPIDS
DETROIT
WOOD
Outstate Michigan's Greatest Station
NBC 5000 watts

WOOD in Grand Rapids is the only station in outstate Michigan that delivers to advertisers the unbeatable combination of POPULATION . . . PROGRAMS . . . POWER.

**WOOD with its 5000 watts day and night and its eight straight years of NBC programs, delivers the Grand Rapids Market all wrapped up in one time-tested, easy-to-buy package.**

**PAUL H. RAYMER CO.,** ***Sales Representatives***

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
*LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
*(Data corrected to January 1, 1944)*

## MINNESOTA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **ROCHESTER**........ | KROC | 1340 | 250 | Southern Minnesota Bcstg. Co.<br>100 First Ave. Bldg.<br>3924 | NBC<br>So. Minn.<br>Michigan<br>Northwest | Agnes Gentling<br>Gerald Wing<br>Gerald Wing | Calvin Smith<br>Pete Milligan<br>Fred C. Clarke | Radio Adv.<br>Thesaurus<br>UP |
| **ST. CLOUD**......... | KFAM | 1450 | 250 | Times Publishing Co.<br>16 Sixth Ave. No.<br>3330 | NBC<br>Northwest | Fred Schilplin<br>Fred Schilplin<br>.............. | Lucile Miller<br>Lucile Miller<br>Robert Witschen | ..............<br>Thesaurus<br>UP |
| **ST. PAUL**........... | **(See Minneapolis-St. Paul page 112)** | | | | | | | |
| **VIRGINIA**........... | WHLB | 1400 | 250 | Head of Lakes Bcstg. Co.<br>17th St. & 6th Ave. So.<br>2000 | NBC<br>Arrowhead<br>No. Central<br>Northwest | Morgan Murphy<br>Greg Rouleau<br>Greg Rouleau | ..............<br>..............<br>William E. Lounsberry | Hollingbery<br>UP |
| **WILLMAR**.......... | KWLM | 1340 | 250 | Lakeland Broadcasting Co.<br>307 W. Sixth St.<br>1340 | MBS<br>No. Central | H. W. Linder<br>H. W. Linder<br>.............. | Willard Linder<br>..............<br>Vern Baumgartner | ..............<br>UP, INS |
| **WINONA**........... | KWNO | 1230 | 250 | Winona Radio Service<br>216 Center St.<br>3314 | MBS<br>No. Central | M. H. White<br>L. L. McCurnin<br>L. L. McCurnin | Mary J. Leu<br>Irving Tingley<br>W. A. Haeussinger | Back<br>Standard<br>Associated<br>AP, INS |

## MISSISSIPPI

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **CLARKSDALE**....... | WARW<br>(Construction permit) | 1450 | 250 | Robin Weaver Sr. | | | | |
| **COLUMBUS**......... | WCBI | 1340 | 250 | Birney Imes Jr.<br>Gilmer Hotel<br>1313 | MBS | Capt. Birney Imes Jr.<br>Robert L. McRaney<br>James E. Eatherton | Bill McHan<br>Bob McRaney<br>Mayell Williams | Sears & Ayer<br>Standard<br>AP |
| **GREENVILLE**....... | WJPR | 1340 | 250 | John R. Pepper<br>107 S. Poplar<br>1770 | MBS | John R. Pepper<br>Emmet H. McMurry<br>Frank W. Baldwin | Sarah Louise Kellner<br>Helen Cain Lee<br>George W. Wilson | ..............<br>Associated<br>UP |
| **GREENWOOD**...... | WGRM | 1240 | 250 | P. K. Ewing<br>Drawer 943<br>1717 | Blue | P. K. Ewing<br>F. C. Ewing<br>.............. | Lorene Wood<br>..............<br>Gordon Clark | ..............<br>Standard |
| **GULFPORT**......... | WGCM | 1240 | 250 | WGCM Inc.<br>Hewes-Martin Bldg.<br>1110 | Blue | Hugh O. Jones<br>Hugh O. Jones<br>.............. | C. E. Vann<br>Shirley Davis<br>Donovan Murphy | Sears & Ayer<br>Standard<br>AP |
| **HATTIESBURG** ..... | WFOR | 1400 | 250 | Forrest Broadcasting Co. Inc.<br>302 Hemphill St.<br>1866 | NBC | C. J. Wright<br>C. J. Wright<br>H. L. Patterson | Les Carmichael<br>C. J. Wright<br>James Glore | Sears & Ayer<br>Standard<br>UP |
| **JACKSON 116**....... | WJDX | 1300 | 5,000-LS<br>1,000-N | Lamar Life Insurance Co.<br>Box 2171<br>2-1183 | NBC<br>So. Central | Lamar Life Insurance Co.<br>Wiley P. Harris<br>C. A. Lacy | Maurice Thompson<br>Frank Gentry<br>Percy G. Root | Hollingbery<br>Thesaurus<br>MacGregor<br>UP |
| **JACKSON 114**....... | WSLI | 1450 | 250 | Standard Life Broadcasting Co.<br>Robert E. Lee Hotel<br>3-2788 | Blue | G. W. Covington<br>L M. Sepaugh<br>F. E Wilkerson Jr. | Ward Coleman<br>Maurice Wray<br>C. A. Perkins | Weed<br>Standard<br>INS |
| **LAUREL**............ | WAML | 1340 | 250 | New Laurel Radio Station Inc.<br>535 Central Ave.<br>288 | NBC | D. A. Matison<br>Hugh M Smith<br>W. C. DeHority | Frank Holifield<br>..............<br>Bruce Dennis | Sears & Ayer<br>Standard<br>UP |
| **McCOMB**............ | WSKB | 1230 | 250 | McComb Broadcasting Corp.<br>Box 111<br>37 | .... | {Robert Louis Sanders<br>{George Blumenstock<br>George Blumenstock<br>George Blumenstock | Julia D. Blumenstock<br>John Cunningham<br>David Owen Crouch | ..............<br>AP |
| **MERIDIAN**.......... | WCOC | 910 | 1,000 | Mississippi Broadcasting Co. Inc.<br>Threefoot Bldg.<br>1042 | CBS | D. W. Gavin<br>D. W. Gavin<br>D. W. Gavin | Mrs. D. W. Gavin<br>D W. Gavin<br>D. W. Gavin | ..............<br>UP |
| **NATCHEZ**.......... | WMIS | 1490 | 250 | Natchez Broadcasting Co.<br>City Bank & Trust Co. Bldg.<br>1515 | .... | P. K. Ewing Sr.<br>P. K Ewing Jr.<br>Mac Howell | Helen Tyre<br>..............<br>Thomas Patterson | ..............<br>World<br>UP |
| **VICKSBURG**........ | WQBC | 1390 | 1,000-D | Delta Broadcasting Co. Inc.<br>Hotel Vicksburg<br>312 | Blue | L. P. Cashman<br>O. W. Jones<br>O W. Jones | Mary Van Cashman<br>..............<br>C. E. Drake | ..............<br>World<br>AP |

## MISSOURI

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **CAPE GIRARDEAU** . | KFVS | 1400 | 250 | Oscar C. Hirsch<br>324 Broadway<br>2104 | .... | Oscar C. Hirsch<br>Oscar C. Hirsch<br>Ralph L. Hirsch | Virginia Bahn<br>Ralph L. Hirsch<br>Oscar C. Hirsch | Pearson<br>Standard<br>Lang-Worth<br>UP |
| **COLUMBIA**......... | KFRU | 1400 | 250 | KFRU Inc.<br>9th & Elm Sts.<br>4141 | Blue | Elzey Roberts<br>C. L. Thomas<br>F. H. Brown Jr. | Harold Douglas<br>..............<br>Robert Haigh | ..............<br>Thesaurus<br>UP |
| **HANNIBAL**......... | KHMO | 1340 | 250 | Courier-Post Publishing Co.<br>102½ S. Main St.<br>3450 | Blue | E. L. Sparks<br>Wayne W. Cribb<br>Wayne W. Cribb | B. J. Huston<br>Ruth Anne Althaus<br>Raymond Schildknecht | Pearson<br>Lang-Worth<br>AP |

# JUDGED...and FOUND *Wanted!*

Since our first Planalyzed Promotion reports found their way to agencies' and advertisers' desks more than three years ago, these red folders have become familiar evidence of KSTP's *outstanding merchandising cooperation.*

For us, familiar evidence that Planalyzed Promotion has been *"judged . . . and found wanted"* is contained in hundreds of commendatory letters we have received from KSTP's clientele of leading agencies and advertisers.

Planalyzed Promotion is KSTP's own, thorough-going method of merchandising and promoting your KSTP radio campaign. First comes the *analysis* of your particular sales problem in the KSTP Market. Then—*and only then*—comes the promotion *plan.* Thus, KSTP's *exclusive* Planalyzed Promotion—a distinctive, *no-cost* "plus" which presents one more reason for the *effective* and economical *selling job* KSTP does in the rich Twin Cities Market.

**50,000 Watts - Clear Channel**
EXCLUSIVE NBC AFFILIATE
FOR THE TWIN CITIES

**KSTP**
MINNEAPOLIS ★ ST PAUL

*Represented Nationally by Edward Petry & Co.*

## MISSOURI—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Progr m Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| **JEFFERSON CITY...** | KWOS | 1240 | 250 | Tribune Printing Co.<br>210 Monroe<br>4000 | MBS | R. C. Goshorn<br>R. L. Rose<br>R. L. Rose | ..............<br>..............<br>Harold White | Sears & Ayer<br>Lang-Worth<br>AP, UP |
| **JOPLIN............** | WMBH | 1450 | 250 | Joplin Broadcasting Co.<br>Frisco Bldg.<br>330 | MBS | D. J. Poynor<br>D. J. Poynor<br>W. E. Jarchow | Margaret Houston<br>..............<br>Richard P. Meek | Sears & Ayer<br>World<br>UP |
| **KANSAS CITY 6 ....** | KCMO | 1480 | 5,000 | KCMO Broadcasting Co.<br>Commerce Building<br>Victor 0900 | Blue | T. L. Evans<br>Jack Stewart<br>Clarence E. Breazeal | Dorothy Stewart<br>Jack Stewart<br>Elza G. Runkle Jr. | McGillvra<br>Lang-Worth<br>Associated<br>AP, UP |
| **KANSAS CITY 6 ....** | KMBC | 980 | 5,000 | Midland Broadcasting Co.<br>Pickwick Hotel<br>Harrison 2650 | CBS | Arthur B. Church<br>Karl Koerper<br>Sam H. Bennett | Ray Shannon<br>Mark Smith<br>E. P. J. Shurick<br>A. R. Moler<br>Kenneth Krahl | Free & Peters<br>World<br>Associated<br>AP, UP |
| **KANSAS CITY 17....** | WDAF | 610 | 5,000 | Kansas City Star Co.<br>1729 Grand Ave.<br>Harrison 1200 | NBC | Earl McCollum<br>Dean Fitzer<br>Gardner Reames | Harry J. Kaufmann<br>..............<br>Joseph A. Flaherty | Petry<br>Standard<br>Associated<br>AP |
| **KANSAS CITY 6....** | WHB | 880 | 1,000–D | WHB Broadcasting Co.<br>Scarritt Bldg.<br>Harrison 1161 | MBS<br>Kansas | Donald D. Davis<br>John T. Schilling<br>Don Davis | John R. Wahlstedt<br>Ann Ritchie<br>Henry E. Goldenberg | Don Davis<br>Associated<br>AP |
| **POPLAR BLUFF.....** | KWOC | 1340 | 250 | Radio Station KWOC<br>1801 N. Main St.<br>1310 | .... | O. A. Tedrick<br>P. H. Cunningham<br>P. H. Cunningham | William R. Tedrick<br>P. H. Cunningham<br>Don L. Lidenton | Pearson<br>World |
| **ST. JOSEPH 8......** | KFEQ | 680 | 5,000 | KFEQ Inc.<br>Schneider Bldg.<br>4-0813 | Blue | Barton Pitts<br>Barton Pitts<br>Glen G. Griswold | Harry H. Packard<br>J. Ted Branson<br>Fred Damm | Headley-Reed<br>Thesaurus<br>UP |
| **ST. LOUIS 5........** | *KFUO | 850-SH | 5,000 | Evangelical Lutheran Synod<br>801 DeMun Ave.<br>Delmar 3030 | .... | Dr. J. W. Behnken<br>Rev. H. H. Hohenstein<br>.............. | Rev. H. H. Hohenstein<br>..............<br>Carl H. Meyer | ..............<br>UP |
| **ST. LOUIS 2........** | KMOX | 1120 | 50,000 | Columbia Bcstg. System Inc.<br>401 S. 12th Blvd.<br>Central 8240 | CBS | CBS-Merle S. Jones<br>Merle S. Jones<br>Wendell B. Campbell | Blaine Cornwell<br>David R. Mars<br>Harry Harvey | Radio Sales<br>Associated<br>Lang-Worth<br>AP, UP |
| **ST. LOUIS..........** | KSD | 550 | 5,000–LS<br>1,000–N | Pulitzer Publishing Co.<br>12th & Olive Sts.<br>Main 1111 | NBC | Joseph Pulitzer<br>George M. Burbach<br>Edward W. Hamlin | ..............<br>..............<br>Robert Coe (on leave) | Free & Peters<br>Thesaurus<br>AP |
| **ST. LOUIS..........** | KWK | 1380 | 5,000–LS<br>1,000–N | Thomas Patrick Inc.<br>Hote Chase<br>Rosedale 3210 | MBS | Robert T. Convey<br>Robert T. Convey<br>Ray Dady<br>V. E. Carmichael | John W. Tinnea<br>..............<br>Nicolas Zehr | Raymer<br>World<br>Associated<br>UP |
| **ST. LOUIS 1........** | KXOK | 630 | 5,000 | Star-Times Publishing Co.<br>12th & Delmar Blvds.<br>Chestnut 3700 | Blue | Elzey Roberts<br>John C. Roberts (on leave)<br>C. L. Thomas<br>.............. | ..............<br>M. Medearis<br>Arthur F. Rekart | Blair<br>Standard<br>Associated<br>INS, UP |
| **ST. LOUIS 8........** | WEW | 770 | 1,000–D | St. Louis University<br>3642 Lindell Blvd.<br>Franklin 5665 | .... | St. Louis University<br>Nicholas Pagliara<br>.............. | Don Lochner<br>..............<br>George E. Rueppel, S.J. | Pearson<br>World<br>Standard<br>Associated<br>INS |
| **ST. LOUIS 8........** | WIL | 1230 | 250 | Missouri Broadcasting Corp.<br>Grand & Lindell Blvd.<br>Jefferson 8403 | .... | L. A. Benson<br>C. W. Benson<br>Claude C. Rock | David Pasternak<br>..............<br>C. H. Stoup | Rambeau<br>Standard<br>MacGregor<br>Lang-Worth<br>AP |
| **SEDALIA...........** | KDRO | 1490 | 250 | Albert & Robert Drohlich<br>2100 W. Broadway<br>4004 | .... | Albert Drohlich<br>Robert Drohlich<br>P. E. Trout<br>Milton J. Hinlein | P. E. Trout<br>Milton J. Hinlein<br>Herbert Young | ..............<br>UP |
| **SPRINGFIELD......** | KGBX | 1260 | 5,000 | Springfield Broadcasting Co.<br>508 St. Louis St.<br>1360 | NBC | H. S. Jewell<br>Ralph D. Foster<br>Leslie L. Kennon | Ralph A. Nelms<br>W. H. Bailey<br>Fritz Bauer | Pearson<br>Thesaurus<br>UP |
| **SPRINGFIELD......** | KTTS | 1400 | 250 | Independent Broadcasting Co.<br>Chamber of Commerce Bldg.<br>4303 | MBS | J H. G. Cooper<br>G. Pearson Ward<br>Bob Burke | Frank McAtee<br>Bob Burke<br>Frank Barker | Sears & Ayer<br>World<br>INS |
| **SPRINGFIELD......** | KWTO | 560 | 5,000 | Ozarks Broadcasting Co.<br>508 St. Louis St.<br>1360 | Blue | Lester E. Cox<br>Ralph D. Foster<br>Leslie L. Kennon | Ralph A. Nelms<br>W. H. Bailey<br>Fritz Bauer | Pearson<br>Lang-Worth<br>AP, UP |

## MONTANA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| **BILLINGS...........** | KGHL | 790 | 5,000 | Northwestern Auto Supply Co.<br>Fifth & N. Broadway<br>2222 | NBC | C. O. Campbell<br>Ed Yocum<br>Ed Yocum | M. V. Braunberger<br>D. H. Morris<br>Jeff Kiichli | Katz<br>Thesaurus<br>Standard<br>UP |
| **BOZEMAN..........** | KRBM | 1450 | 250 | KRBM Broadcasters Inc.<br>Box 345<br>1420 | NBC<br>Z-net<br>— | Ernest A. Neath<br>Ernest A. Neath<br>Ernest A. Neath | Lawrence O. Binder Jr.<br>Win Neely<br>Jack Provis | Walker<br>Lang-Worth<br>UP |

# In St. Louis

## RADIO'S TOP RANKING STARS

ARE ON

# KSD

WITH THE

## NBC PROGRAMS

KSD-NBC have led all other St. Louis broadcasting stations in "FIRSTS" in Nation-Wide Radio Popularity Polls since 1935

A DISTINGUISHED BROADCASTING STATION

## RADIO STATION KSD

Owned and Operated by the St. Louis Post-Dispatch

National Representative
**FREE *and* PETERS**
INC.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*

*(Data corrected to January 1, 1944)*

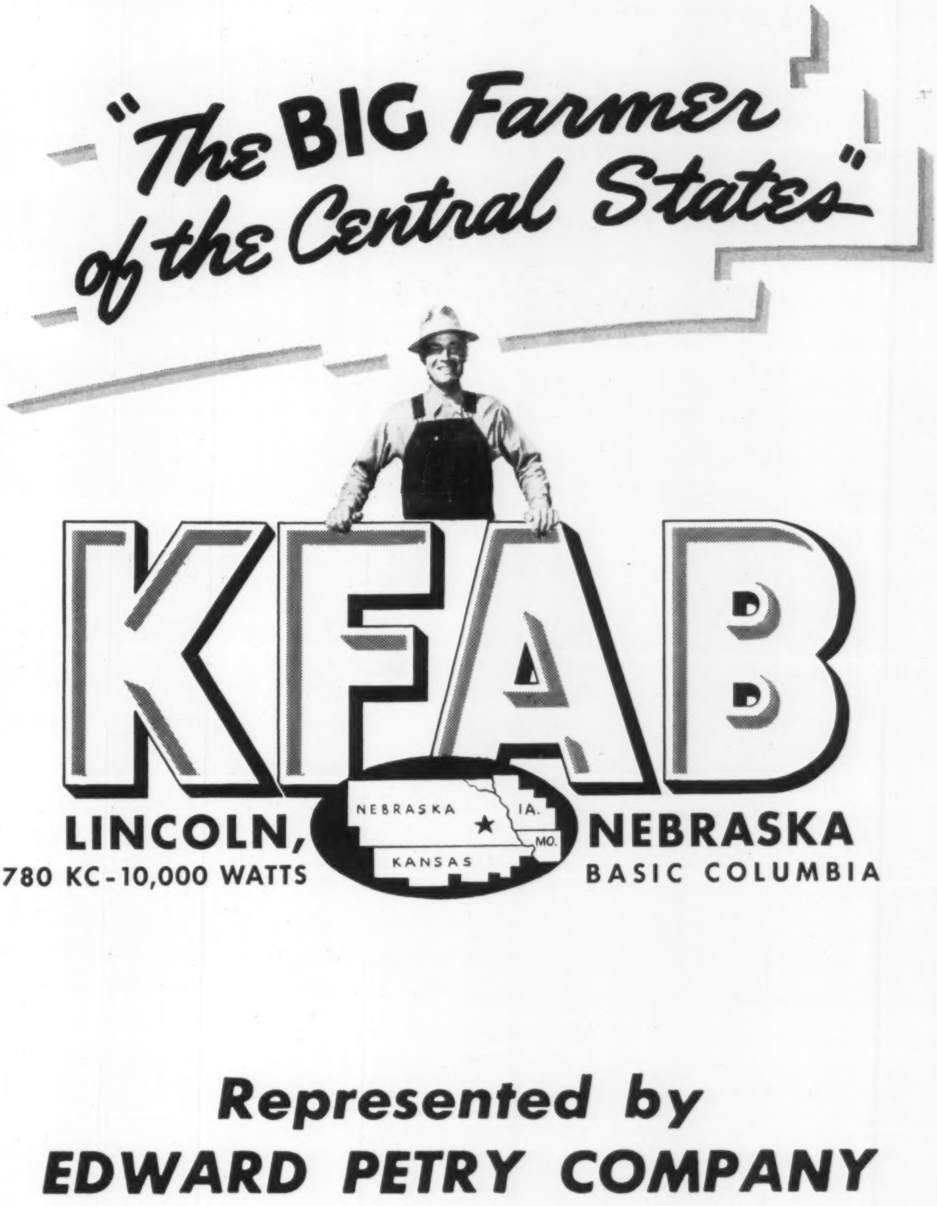
## MONTANA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **BUTTE** | KGIR | 1370 | 5,000 | KGIR Inc.<br>Butte<br>2-2344 | NBC<br>Z-net<br>— | E. B. Craney<br>Charles La Force<br>Charles La Force | Emmett Burke<br>Emmett Burke<br>Jack Provis | Walker<br>MacGregor<br>Lang-Worth<br>UP |
| **GREAT FALLS** | KFBB | 1310 | 5,000 | Buttrey Broadcast Inc.<br>First Nat'l Bank Bldg.<br>4377 | CBS | F. A. Buttrey<br>J. P. Wilkins<br>J P. Wilkins | LeRoy Stahl<br>J. P. Wilkins<br>Wilbur Myhre | Weed<br>Thesaurus<br>Standard<br>UP |
| **HELENA** | KPFA | 1240 | 250 | Peoples Forum of the Air<br>1306 11th Ave.<br>1240 | NBC<br>Z-net<br>— | Barclay Craighead<br>K. O. MacPherson<br>K. O. MacPherson | ..............<br>..............<br>R. D. Martin | Walker<br>Lang-Worth<br>UP |
| **KALISPELL** | KGEZ | 1340 | 100 | Donald C. Treloar<br>203 First Ave. E.<br>332 | .... | Don Treloar<br>Don Treloar<br>Don Treloar | Don Treloar<br>Don Treloar<br>William Patterson | Griffith<br>UP |
| **MILES CITY** | KRJF | 1340 | 250 | Star Printing Co.<br>15 N. Sixth St.<br>60 | .... | W. F. Flinn<br>Don Tannehill<br>Don Tennehill | Robert D. Wilson<br>..............<br>H. J. Panchot | ..............<br>World<br>MacGregor<br>UP |
| **MISSOULA** | KGVO | 1290 | 5,000-LS<br>1,000-N | Mosby's Inc.<br>132 W. Front St.<br>2155 | CBS | A. J. Mosby<br>A. J. Mosby<br>Socs Vratis | James Alden Barber<br>Lee Stoianoff<br>Fred U. Wamble | Burn-Smith<br>Lang-Worth<br>UP |
| **SIDNEY** | KGCX | 1480 | 1,000 | E. E. Krebsbach<br>Sidney<br>408 | CBC | E. E. Krebsbach<br>E. E. Krebsbach<br>E. E. Krebsbach | Mel King<br>..............<br>Frank Toomey | ..............<br>World<br>CP |

## NEBRASKA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **FREMONT** | KORN | 1400 | 250 | Nebraska Broadcasting Corp.<br>Pathfinder Hotel<br>1060 | .... | Arthur Baldwin<br>Lumir Urban<br>Lumir Urban | Marjorie Ritthaler<br>..............<br>James Wourka | Sears & Ayer<br>AP |
| **GRAND ISLAND** | KMMJ | 750<br>L-WSB | 1,000 | KMMJ Inc.<br>Cedar & Division<br>703 | Blue | Don Searle<br>Wick Heath<br>Bill Martin | George Kister<br>Bill Martin<br>Devere Swanson | Headley-Reed<br>Standard<br>UP |
| **HASTINGS** | KHAS | 1230 | 250 | Nebraska Broadcasting Co.<br>Tribune Bldg.<br>1745 | .... | Fred A. Seaton<br>Duane L. Watts<br>Duane L. Watts | Max Brown<br>..............<br>.............. | ..............<br>World<br>AP |
| **KEARNEY** | KGFW | 1340 | 250 | Central Nebraska Bcstg. Corp.<br>Federal Annex Bldg.<br>2-3541 | .... | Lloyd C. Thomas<br>E. Anson Thomas<br>E. Anson Thomas | Maurice Wenzinger<br>Robert Kellogg<br>Jack Lewis | Sears & Ayer<br>AP |
| **LINCOLN 1** | KFAB<br>(Synchronizes at night with WBBM, Chicago) | 780 | 10,000 | KFAB Broadcasting Co.<br>Hotel Lincoln Bldg.<br>2-3214 | CBS | Fred S. Sidles<br>{H. M. Feltis<br>{C. Earl Williams<br>H. M. Feltis | Wm. E. Macdonald<br>Harold E. Roll<br>Mark W. Bullock | Petry<br>Standard<br>Associated<br>AP, INS |
| **LINCOLN 2** | KFOR | 1240 | 250 | Cornbelt Broadcasting Corp.<br>Hotel Lincoln Bldg.<br>2-3214 | Blue<br>MBS | Fred S. Sidles<br>H. M. Feltis<br>H. M. Feltis | C. Earl Williams<br>Harold E. Roll<br>Mark W. Bullock | Petry<br>Standard<br>Associated<br>AP, INS |
| **NORFOLK** | WJAG | 1090<br>L-KTHS, WBAL | 1,000 | Norfolk Daily News<br>Hotel Norfolk<br>432 | .... | Gene Huse<br>Art Thomas<br>Art Thomas | Art Thomas<br>Art Thomas<br>Frank Weidenbach | Walker<br>Associated<br>AP |
| **NORTH PLATTE** | KODY | 1240 | 250 | Radio Station WOW Inc.<br>1521 W. 12th St.<br>295 | NBC | John J. Gillin Jr.<br>John Alexander<br>.............. | Joe DiNatale<br>..............<br>Buford Eaves | Blair<br>MacGregor<br>Lang-Worth<br>UP |
| **OMAHA 2** | KBON | 1490 | 250 | Inland Broadcasting Co.<br>2027 Dodge St.<br>Jackson 8282 | MBS | J. K. Morrison<br>Paul R. Fry<br>.............. | Marie C. Maher<br>J. W. Howard<br>Dick Wlna | Rambeau<br>Lang-Worth<br>Associated<br>AP |
| **OMAHA 2** | KOIL | 1290 | 5,000 | Central States Broadcasting Co.<br>Omaha National Bank Bldg.<br>Jackson 7626 | CBS | Fred Sidles<br>Hugh Feltis<br>Hugh Feltis | Harold Hughes<br>Harold Roll<br>Mark W. Bullock | Petry<br>Standard<br>Associated<br>AP, INS |
| **OMAHA 2** | KOWH | 660 | 500-D | World Publishing Co.<br>World-Herald Bldg.<br>Atlantic 2228 | Blue | H. Doorly<br>B. C. Corrigan<br>.............. | ..............<br>..............<br>Orville E. Weimer | Hollingbery<br>Standard<br>UP |
| **OMAHA 2** | WOW | 590 | 5,000 | Radio Station WOW Inc.<br>Insurance Bldg.<br>Webster 3400 | NBC | John J. Gillin Jr.<br>John J. Gillin Jr.<br>Harry Burke | Lyle DeMoss<br>William O. Wiseman<br>William J. Kotera | Blair<br>Lang-Worth<br>MacGregor<br>Thesaurus<br>UP |
| **SCOTTSBLUFF** | KGKY | 1490 | 250 | Hilliard Co.<br>1517½ Broadway<br>856 | .... | L. L. Hilliard<br>L. L. Hilliard<br>R. M. Stewart | Bill Walter<br>R. M. Stewart<br>Harland Morrison | ..............<br>Standard<br>Thesaurus<br>UP |

"The BIG Farmer of the Central States"



# KFAB

**LINCOLN, NEBRASKA**

780 KC-10,000 WATTS

BASIC COLUMBIA

**Represented by**
**EDWARD PETRY COMPANY**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
*LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
*(Data corrected to January 1, 1944)*

## NEVADA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| **LAS VEGAS**......... | KENO | 1400 | 250 | Nevada Broadcasting Co.<br>Box 1310<br>1-400 | Blue | Maxwell Kelch<br>Maxwell Kelch<br>Paul R. Gang | Don J. Erskine<br>Paul R. Gang<br>Maxwell Kelch | Griffith<br>Thesaurus<br>INS |
| **RENO**.............. | KOH | 630 | 1,000 | McClatchy Bcstg. Co. of Nevada<br>143 Stevenson St.<br>5106 | Blue | Eleanor McClatchy<br>Robert L. Stoddard<br>Robert L. Stoddard | Mariellen Nenzel<br>..............<br>Tom Boland | Raymer<br>Thesaurus<br>Associated<br>UP |

## NEW HAMPSHIRE

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| **KEENE**............. | WKNE | 1290 | 5,000 | WKNE Corp.<br>17 Dunbar St.<br>2080 | CBS | Col. Harry C. Wilder<br>David Carpenter<br>Richard G. Bath | Robert M. Peebles<br>Robert M. Peebles<br>Howard C. Ayer | Headley-Reed<br>Bannan<br>UP |
| **LACONIA**........... | WLNH | 1340 | 250 | Northern Broadcasting Co.<br>653 Main St.<br>501 | MBS<br>Yankee | Charles Jenney<br>Martin B. Avery<br>Martin B. Avery | Sherwin Greenlaw<br>Martin B. Avery<br>Louis C. Steady | Bannan<br>Thesaurus<br>Associated<br>AP |
| **MANCHESTER**...... | WFEA | 1370 | 5,000 | New Hampshire Bcstg. Co.<br>323 Franklin St.<br>7970 | NBC<br>Yankee<br>New England | Mrs. Adeline Rines<br>David F. Shurtleff<br>Frank Batten | Frederick W. Cole<br>David F. Shurtleff<br>Reginald A. B. Schow | Weed<br>Bannan<br>Thesaurus<br>Associated<br>MacGregor<br>AP, UP |
| **MANCHESTER**...... | WMUR | 610 | 5,000–LS<br>1,000–N | Radio Voice of New Hampshire Inc.<br>1819 Elm St.<br>2090 | Blue | Francis P. Murphy<br>Hervey Carter<br>Hervey Carter | Eleanore K. Wolf<br>J. Edwin Gott<br>Vincent H. Chandler | Spot Sales<br>Foster<br>Associated<br>AP |
| **PORTSMOUTH** ..... | WHEB | 750<br>L-WSB | 1,000 | WHEB Inc.<br>Box 120<br>2670 | .... | R. G. Le Tourneau<br>Bert Georges<br>Keith Field | Winslow Bettinson<br>Dal Wyant<br>Paul Lindsay | Rambeau<br>Bannan<br>Thesaurus<br>AP |

## NEW JERSEY

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|---|---|---|---|---|---|---|---|---|
| **ASBURY PARK** ..... | WCAP | 1310<br>ST-WCAM, WTNJ | 500 | Radio Industries Broadcast Co.<br>4 Convention Hall<br>1911 | .... | Thomas F. Burley Jr.<br>V. N. Scholes<br>Harold G. Martin | Madeline Jones<br>..............<br>Gordon Shaw | Forjoe<br>AP |
| **ATLANTIC CITY** .... | WBAB | 1490 | 250 | Press-Union Publishing Co.<br>1900 Atlantic Ave.<br>5-1111 | CBS | Albert J. Feyl<br>Monroe L. Mendelsohn<br>Monroe L. Mendelsohn | Ralph Shoemaker<br>..............<br>Earle Godfrey | Headley-Reed<br>Thesaurus<br>AP |
| **ATLANTIC CITY** .... | WFPG | 1450 | 250 | Neptune Broadcasting Corp.<br>Virginia Ave. & Boardwalk<br>5-2188 | Blue | John McCann<br>Edwin E. Kohn<br>Edwin E. Kohn | Edgar Allan Sweet<br>..............<br>Blair K. Thron | ..............<br>Associated<br>UP |
| **BRIDGETON**........ | WSNJ | 1240 | 250 | Eastern States Bcstg. Corp.<br>Pearl & Warren Sts.<br>1600 | Quaker | Rep. Elmer H. Wene<br>Paul K. Alger<br>Burt McKinnie | Lowell C. Ayars<br>..............<br>Francis C. Fekel | ..............<br>MacGregor<br>UP |
| **CAMDEN**........... | WCAM | 1310<br>ST-WCAP, WTNJ | 500 | City of Camden<br>City Hall<br>0907 | .... | City of Camden<br>C. E. Onens<br>L. M. Maxwell | Elizabeth Renner<br>William Markward<br>C. E. Onens | ..............<br>Standard<br>AP |
| **JERSEY CITY**....... | WHOM | 1480 | 1,000–LS<br>500–N | New Jersey Broadcasting Corp.<br>29 W. 57th St.<br>Plaza 3-4204 | .... | Paul F. Harron<br>Joseph Lang<br>J. M. Compter | Charles Baltin<br>J. M. Compter<br>Theodore Gempp | ..............<br>AP |
| **NEWARK 1**......... | WAAT | 970 | 1,000 | Bremer Broadcasting Corp.<br>15 Hill St.<br>Mitchell 2-6400 | .... | Irving R. Rosenhaus<br>Irving R. Rosenhaus<br>{A. B. Schillin<br>{Victor A. Bennett | Dale Kennedy<br>Jay Stanle<br>Frank V. Bremer | Spot Sales<br>World<br>UP |
| **NEWARK**........... | WHBI | 1280<br>ST-WOV | 2,500–LS<br>1,000–N | May Radio Broadcast Corp.<br>Newark | .... | James Shearer<br>..............<br>.............. | ..............<br>..............<br>.............. | .............. |
| **PATERSON 1**....... | WPAT | 930 | 1,000–D | North Jersey Bcstg. Co. Inc.<br>7 Church St.<br>Armory 4-3400 | .... | James V. Cosman<br>Sidney J. Flamm<br>A. Lewis King | Edward T. Webbe<br>..............<br>Earl F. Lucas | Bannan<br>Associated<br>UP, INS |
| **TRENTON 8**........ | WTNJ | 1310<br>ST-WCAM, WCAP | 500 | WOAX, Inc.<br>416 Bellevue Ave.<br>8149 | .... | F. J. Wolff<br>F. J. Wolff<br>.............. | Walter J. Lewis<br>Lewis Jerome<br>Edw. P. Knowles | ..............<br>UP |
| **TRENTON 8**........ | WTTM | 920 | 1,000 | Trent Broadcast Corp.<br>35 W. State St.<br>2-7127 | .... | Rep. Elmer H. Wene<br>Paul Alger<br>F. A. Wellman | John Thompson<br>..............<br>William Betz | Spot Sales<br>Associated<br>UP |
| **ZAREPHATH**....... | *WAWZ | 1380<br>ST-WBNX | 5,000–LS<br>1,000–N | Pillar of Fire<br>Zarephath<br>Bound Brook 223 | .... | Alma White<br>Ray B. White<br>.............. | Helen Smith<br>..............<br>Nathaniel L. Wilson | .............. |

## . . . and more COMING!

U.S.S. PLAICE
LAUNCHING U.S.S. ASPRO
ARCHERFISH
FISH
U.S.S. PINTADO
LAUNCHING U.S.S. PIPEFISH
U.S.S. PAMPANITO
LAUNCHING U.S.S. PICUDA
LAUNCHING U.S.S. POMFRET

# "SUBMARINE AWAY!"

ZESTFULLY, slim and trim, she glides proudly down the way, soon to join her mates already Atlantic-alert . . . patrolling the Pacific . . . marauding the Mediterranean . . . **Undersea Fighters for Freedom!**

Portsmouth maneuvers fighting submarines asea in mass production—thanks to skill and industry of more than 20,000 workers.

Up periscope, please, and get the range on that teeming employment salvo; more than 20,000 men and women!

They earn, help their families explode more than $1,000,000 weekly—within easy range of WHEB's premium programming, torpedoed with 1,000 penetrating salt-water watts. Course 7-5-0.

Charts prove these families keep a keen critical ear our way. Now, even more so, since we've reported for duty with Yankee-Mutual.

Launching a campaign New England Way?

Load a hefty cargo of your Broadcast Budget aboard WHEB, Portsmouth, New Hampshire. Where the cry, "Submarine Away!" sings through the salty air on staccato schedule, and well-paid Sub-makers flourish dollar-millions by the month!

# WHEB

**YANKEE-MUTUAL NETWORKS**

**Portsmouth, New Hampshire**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

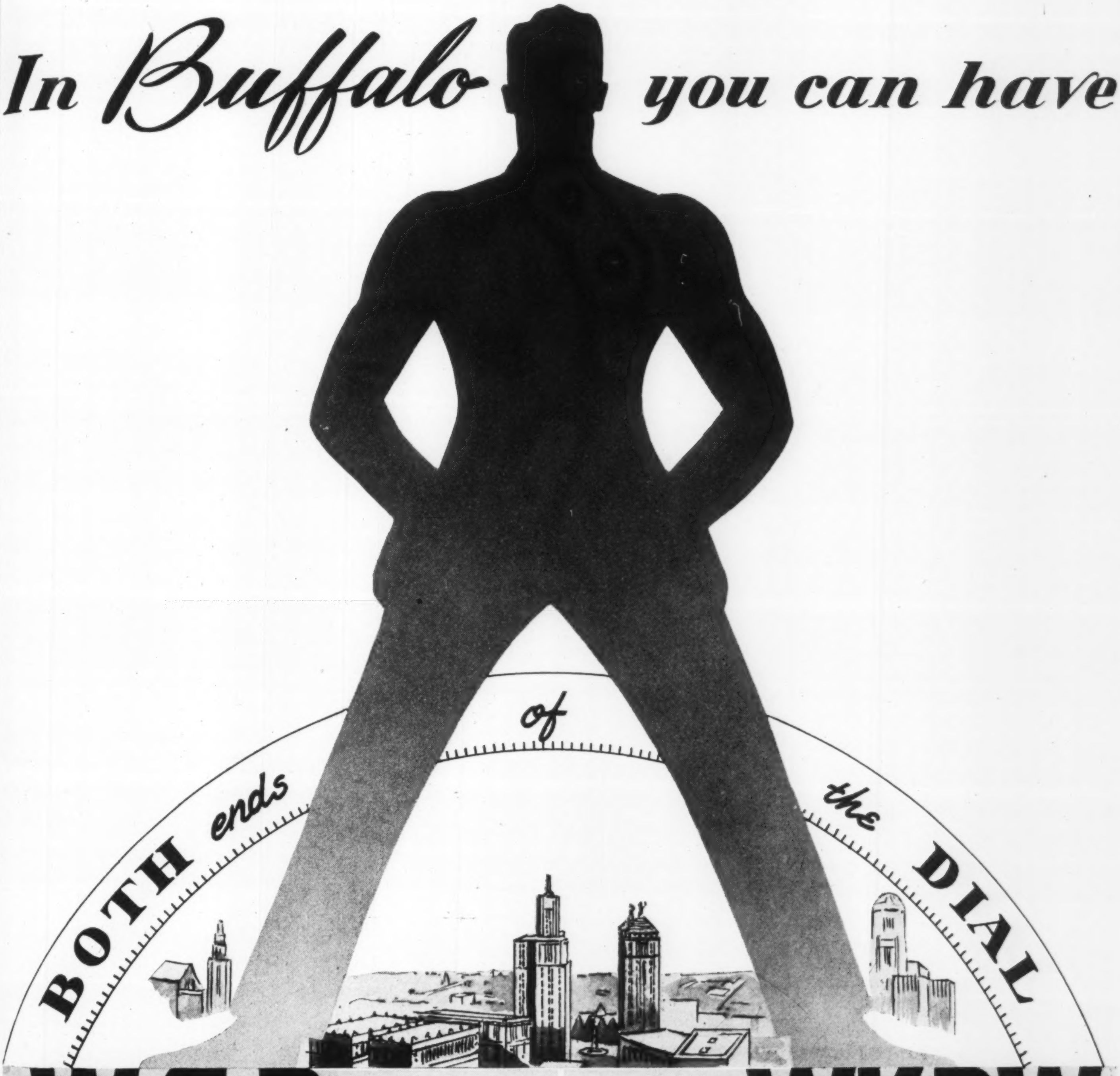
**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
*LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
*(Data corrected to January 1, 1944)*

## NEW MEXICO

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| ALBUQUERQUE .... | KGGM | 1260 | 1,000 | New Mexico Bcstg. Co. Inc.<br>Kimo Bldg.<br>4544 | CBS | A. R. Hebenstreit<br>Harry Burdick<br>Harry Burdick | Cyril Lindquist (on leave)<br>Jerry Oppel<br>Leonard F. Dodds | Weed<br>World<br>UP, TP |
| ALBUQUERQUE .... | KOB | 1030<br>SA-770 | 10,000<br>SA-50,000-LS<br>25,000-N<br>CP-50,000-U | Albuquerque Broadcasting Co.<br>420 W. Gold<br>4411 | NBC | T. M. Pepperday<br>Frank Quinn<br>Merle H. Tucker | Martha M. Summers<br>..............<br>George S. Johnson | Free & Peters<br>Thesaurus<br>AP, INS |
| CARLSBAD......... | KAVE | 1240 | 250 | Carlsbad Broadcasting Co.<br>800 S. Canal<br>244 | .... | Jack Hawkins<br>Jack Hawkins<br>Jack Hawkins | Lyn Pitcathley<br>Tex Helm<br>Carl C. Cook | ..............<br>UP |
| CLOVIS............. | KICA | 1240 | 250 | Hugh Dewitt Landis<br>Woolworth Bldg.<br>3 | .... | Dewitt Landis<br>R. B. McAlister<br>Grady Maples | Grady Maples<br>Norman Petty<br>Vernon Hughes | Forjoe<br>Associated<br>MacGregor<br>UP |
| HOBBS............. | KWEW | 1490 | 100 | W. E. Whitmore<br>Hardin Hotel<br>495 | .... | W. E. Whitmore<br>Gertrude Dimpel<br>.............. | ..............<br>..............<br>.............. | ..............<br>UP |
| LAS VEGAS......... | KFUN | 1230 | 250 | Southwest Broadcasters Inc.<br>Box 710<br>83 | .... | E. N. Thwaites<br>E. N. Thwaites<br>.............. | ..............<br>..............<br>A. F. Schultz | ..............<br>Standard<br>INS |
| ROSWELL.......... | KGFL | 1400 | 100 | KGFL Inc.<br>310 N. Richardson St.<br>288 | .... | W. E. Whitmore<br>W. E. Whitmore<br>John McBoyle | Jack Whiteman<br>John McBoyle<br>Melvin Unger | ..............<br>MacGregor<br>UP |
| SANTA FE.......... | KVSF | 1340 | 100 | New Mexico Broadcasting Co.<br>759 Cerrillos Rd.<br>2020 | CBS | A. R. Hebenstriet<br>Ivan R. Head<br>Ivan R. Head | Philomene Smolen<br>C. F. Hempen<br>R. C. Porter | Weed<br>World<br>INS, TP |
| TUCUMCARI........ | KTNM | 1400-SH | 250 | Krasin-Krutzner Bcstg. Co.<br>Tucumcari<br>192 | .... | Lester Q. Krasin<br>Otto A. Krutzner<br>Lester Q. Krasin | ..............<br>..............<br>Lester Q. Krasin | Cox & Tanz<br>Standard<br>INS |

## NEW YORK

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| ALLEGANY......... | WHDL | 1450 | 250 | WHDL Inc.<br>Exchange National Bank Bldg.<br>4149 | Blue | E. B. Fitzpatrick<br>Thomas L. Brown<br>Thomas L. Brown | Virgil C. Booth<br>..............<br>Thomas J. Gill | McKinney<br>Standard |
| ALBANY 1.......... | WABY | 1400 | 250 | Adirondack Broadcasting Co.<br>8 Elk St.<br>4-4194 | MBS | Harold E. Smith<br>Harold E. Smith<br>H. L. Goldman | J. L. Lee<br>..............<br>J. H. Corey | McKinney<br>Standard<br>Associated<br>UP, TP |
| ALBANY 1.......... | WOKO | 1460 | 1,000-LS<br>500-N | WOKO Inc.<br>8 Elk St.<br>4-4193 | CBS | Harold E. Smith<br>Harold E. Smith<br>H. L. Goldman | J. R. Lee<br>Paul G. Dennis<br>O. A. Sardi | McKinney<br>Standard<br>UP, TP |
| AUBURN............ | WMBO | 1340 | 250 | WMBO Inc.<br>Metcalf Bldg.<br>433 | .... | Auburn Publishing Co.<br>Frederick L. Keesee<br>Frederick L. Keesee | Louis Fuhrmann<br>..............<br>Herbert House | ..............<br>Standard<br>AP |
| BATAVIA........... | WBTA | 1490 | 250 | Batavia Broadcasting Corp.<br>90 Main St.<br>715 | .... | Joseph M. Ryan<br>Edmund R. Gamble<br>Frederick R. MacLaughlin | Harriette J. Taylor<br>..............<br>Howard Cochran | Sears & Ayer<br>UP |
| BINGHAMTON...... | WNBF | 1290 | 5,000 | Wylie B. Jones Adv. Agency<br>Arlington Hotel<br>2-3461 | CBS<br>MBS | John C. Clark<br>Cecil D. Mastin<br>Cecil D. Mastin | E. Ray McCloskey<br>Nina Fenson<br>Lester H. Gilbert | Blair<br>World<br>Associated<br>UP |
| BROOKLYN......... | *WBBR | 1330<br>ST-WEVD, WHAZ | 1,000 | Watchtower Bible & Tract Soc. Inc.<br>124 Columbia Heights<br>Main 4-9735 | .... | Watchtower Society<br>M. A. Howlett<br>.............. | ..............<br>..............<br>.............. | .............. |
| BROOKLYN......... | WBYN | 1430 | 1,000-LS<br>500-N | WBYN Brooklyn Inc.<br>Brooklyn, 1 Nevins St.<br>New York, 132 W. 43rd St.<br>Brooklyn, Triangle 5-3300<br>New York, Bryant 9-3773 | .... | WBYN Brooklyn Inc.<br>William Norins<br>William Norins | Lorraine Rhodes<br>..............<br>Peter Testan | ..............<br>Lang-Worth<br>INS, AP, TP |
| BROOKLYN 26...... | WLIB | 1190<br>L-WOWO | 1,000 | WLIB Inc.<br>846 Flatbush Ave.<br>Buckminster 7-5900 | .... | Elias I. Godofsky<br>Elias I. Godofsky<br>Robert M. Scholle | Paul Gould<br>Louis W. Berne<br>Arthur Faske | ..............<br>Associated<br>UP |
| BUFFALO 5......... | WBEN | 930 | 5,000 | WBEN Inc.<br>Hotel Statler<br>Cleveland 6400 | NBC | A. H. Kirchhofer<br>Edgar H. Twamley<br>C. Robert Thompson | Charles Lewis<br>..............<br>Ralph J. Kingsley | Petry<br>Thesaurus<br>Lang-Worth<br>AP, UP |
| BUFFALO 3......... | WBNY | 1400 | 250 | Roy L. Albertson<br>485 Main St.<br>Madison 4000 | .... | Roy L. Albertson<br>Roy L. Albertson<br>Virginia C. Fyda | Howard C. Schellenberg<br>..............<br>Thomas L. Vines | ..............<br>AP, UP, TP |
| BUFFALO 2......... | WEBR | 1340 | 250 | WEBR Inc.<br>23 North St.<br>Lincoln 7133 | Blue | Paul E. Fitzpatrick<br>Cy King<br>William Doerr Jr. | Edward J. Wegman<br>James Kennedy<br>Raymond H. Lamy | Weed<br>Standard<br>Lang-Worth<br>AP |
| BUFFALO........... | WGR | 550 | 5,000-LS<br>1,000-N | Buffalo Broadcasting Corp.<br>Rand Bldg.<br>Washington 3100 | MBS | H. W. Deyo<br>I. R. Lounsberry<br>John A. Bacon | Karl B. Hoffman<br>Ross MacPherson<br>Karl B. Hoffman | Free & Peters<br>World<br>Associated<br>UP |
| BUFFALO........... | WKBW | 1520 | 50,000 | Buffalo Broadcasting Corp.<br>Rand Bldg.<br>Washington 3100 | CBS | H. W. Deyo<br>I. R. Lounsberry<br>John A. Bacon | Karl B. Hoffman<br>Ross MacPherson<br>Karl B. Hoffman | Free & Peters<br>World<br>Associated<br>UP |


In Buffalo you can have
BOTH ends of the DIAL

**WGR**

**550 K. C.**

5,000 WATTS by DAY
1,000 WATTS by NIGHT

MUTUAL NETWORK
*through May 31, 1944*
BLUE NETWORK
*starting June 1, 1944*

BUFFALO'S GREATEST REGIONAL COVERAGE

**WKBW**

**1520 K. C.**

50,000 WATTS
DAY and NIGHT

COLUMBIA
BASIC
NETWORK

BUFFALO'S ONLY 50,000 WATT STATION

**BUFFALO'S MOST MODERN AND MOST POWERFUL TRANSMITTER PLANT** now gives advertisers radio's biggest circulation bonus . . . now brings listeners radio's clearest and finest entertainment.

**BUFFALO BROADCASTING CORPORATION**
**RAND BUILDING, BUFFALO, NEW YORK**
*National Representatives:* FREE & PETERS, INC.

THE STATION OF THE STARS
WFBL

# WFBL

## SYRACUSE, N. Y.

## *the Greatest Selling - Power in Central New York*

More listeners . . . day or night . . . make WFBL the powerful selling force in the rich Central New York Market.

Nearly 50% of the daytime listeners prefer WFBL . . . the remainder is divided among the three other Syracuse stations. The same predominance prevails among night time listeners.

WFBL sells more potential buyers in this "post - war - prepared" market than any other station. (Figures available if you want them.)

**MEMBER BASIC NETWORK**

**COLUMBIA BROADCASTING SYSTEM**

## FIRST FOR WFBL

Always a leader in its field, WFBL today enjoys the reputation of holding many "firsts" in the world of radio.

WFBL was instrumental in forming the early New York State Network, a pioneer step in improving radio's service.

The station is one of the 16 charter members of the great Columbia Broadcasting System, and is the only station in Syracuse that has been affiliated with the same network throughout its history . . . resulting in local CBS ratings being consistently above the national ratings. It was the first station in Syracuse to use 5,000 watts and is the only 5,000 watt station with a non-directional radiation daytime.

It is the only station in this area employing the facilities of a mobile unit, broadcasting Central New York events "on the spot."

Central New York's leading station is first in the introduction of new local programs and the development of radio personalities.

WFBL is the only radio station to own and occupy its own building . . . a smart, modern structure in the heart of Syracuse.

These are but a few of the "firsts" that make WFBL the progressive, preferred station.

**FREE and PETERS ★ Exclusive National Representatives**

ONE · TWO · THREE · FOUR · FIVE · SIX · SEVEN

# THE Eighth DOLLAR

## ...is it working effectively for you?

Perhaps you haven't thought about the *eighth* dollar of your radio budget. Or about the sixteenth and the eightieth and eight-hundredth.

These are the dollars (and *every* eighth dollar of your appropriation) that should be at work for you in America's greatest market . . . where ⅛ (12.3%) of the nation's retail purchases are made . . . Metropolitan New York. They *should* be bringing your sales-message to people who pour six-billion dollars a year into the tills of retail merchants.

If one-eighth of your radio money is *not* working for you in New York . . . if you are *under-spending* in this vital market . . . chances are you're *under-selling* here as well. And that means you *need WOV*.

WOV, with its array of hit programs, with its complete coverage of this entire market, with its *lowest-cost-per-listener of any New York independent*, can turn your *extra* dollars into *extra* sales and bring you your full share of this greatest market of them all. *No other Metropolitan station can make those eighth dollars do so much!*

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY McGILLVRA, NAT'L. REP.

**WOV** FOR VICTORY
NEW YORK

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*

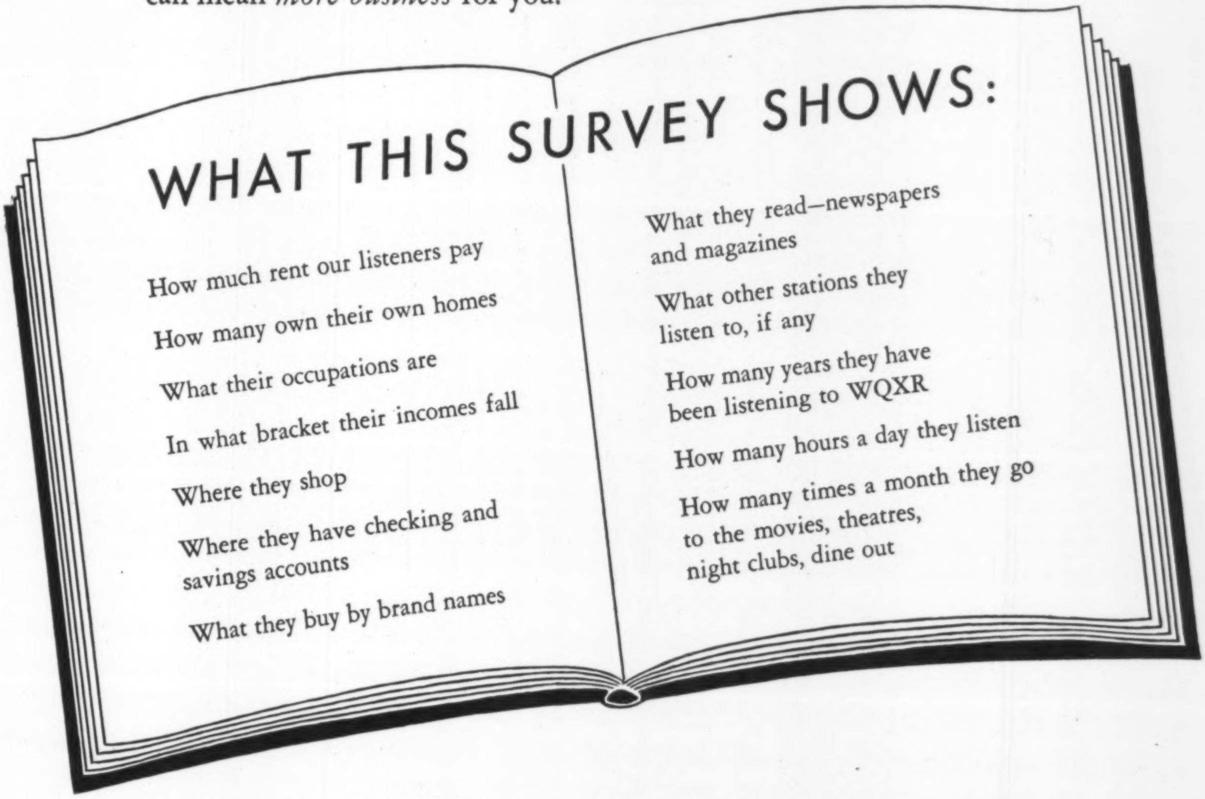
*(Data corrected to January 1, 1944)*

## NEW YORK—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **ELMIRA** | WENY | 1230 | 250 | Elmira Star Gazette Inc.<br>Mark Twain Hotel<br>5181 | NBC<br>MBS | Frank E. Gannett<br>Dale L. Taylor<br>Ernest F. Oliver | Woodrow W. Ott<br>..............<br>Thurlow A. Greene | McKinney<br>World<br>Associated<br>UP |
| **FREEPORT** | WGBB | 1240-SH | 100 | Harry H. Carman<br>44 S. Grove St.<br>2418 | .... | Harry H. Carman<br>Harry H. Carman<br>Neal Seaman | A. Cheesman<br>..............<br>Harry H. Carman | ..............<br>Thesaurus |
| **ITHACA** | WHCU | 870<br>L-WWL | 1,000 | Cornell University<br>Savings Bank Bldg.<br>3438 | CBS | Cornell University<br>Michael R. Hanna<br>Bernard F. Goodrich | Joseph A. Short<br>Theodore T. Howes<br>True McLean | ..............<br>Thesaurus<br>UP |
| **JAMESTOWN** | WJTN | 1240 | 250 | James Broadcasting Co. Inc.<br>Hotel Jamestown Bldg.<br>7-151 | Blue | Jay E. Mason<br>Dayton S. Wilkins<br>Dayton S. Wilkins | A. E. Spokes<br>A. E. Spokes<br>Harold J. Kratzert | Rambeau<br>Associated<br>UP |
| **KINGSTON** | WKNY | 1490 | 250 | Kingston Broadcasting Corp.<br>Governor Clinton Hotel<br>4500 | MBS | Louis J. Furman<br>James T. Milne<br>George M. Hard | Lou Steketee<br>George M. Hard<br>Wilbur J. Fahey | ..............<br>INS |
| **MIDDLETOWN** | WALL | 1340 | 250 | Community Broadcasting Corp.<br>14 South St.<br>6050 | .... | Elsie & Martin Karig Sr.<br>Martin Karig Jr.<br>Z. Edward Van Fleet | Martin Karig Jr.<br>Z. Edward Van Fleet<br>Ernest Warnock | ..............<br>INS |
| **NEWBURGH** | WGNY | 1220 | 1,000-D | WGNY Broadcasting Co. Inc.<br>161 Broadway<br>4600 | .... | Merritt C. Speidel<br>Harold W. Cassill<br>Joseph W. Rake | Richard F. Crans<br>..............<br>Marvin Seimes | ..............<br>Standard<br>UP |
| **NEW YORK CITY 22** | WABC | 880 | 50,000 | Columbia Bcstg. System Inc.<br>485 Madison Ave.<br>Wickersham 2-2000 | CBS | CBS-William S. Paley<br>Arthur Hull Hayes<br>John H. Field Jr. | George W. Allen<br>Jules Dundes<br>Henry Grossman | Radio Sales<br>Associated<br>Lang-Worth<br>AP, INS, UP |
| **NEW YORK CITY** | WBNX | 1380<br>ST-WAWZ | 5,000 | WBNX Broadcasting Co. Inc.<br>260 E. 161st St.<br>Melrose 5-0333 | .... | Amory L. Haskell<br>William C. Alcorn<br>William I. Moore | Edward Ervin<br>Frank Johnson<br>..............<br>Arthur Solbrig | Forjoe<br>Associated<br>AP |
| **NEW YORK CITY 20** | WEAF | 660 | 50,000 | National Broadcasting Co. Inc.<br>30 Rockefeller Plaza<br>Circle 7-8300 | NBC | NBC-Niles Trammell<br>D. L. Provost (assistant)<br>J. V. McConnell | ..............<br>Edward deSalisbury<br>F. A. Wankel | NBC Spot<br>Thesaurus<br>Associated<br>Standard<br>AP, INS, UP |
| **NEW YORK CITY 19** | WEVD | 1330<br>ST-WBBR, WHAZ | 5,000 | Debs Memorial Radio Fund Inc.<br>117 W. 46th St.<br>Bryant 9-2360 | .... | Adolph Held<br>Harry Greenfield<br>Henry Greenfield | George Field<br>..............<br>Charles Brown | ..............<br>AP |
| **NEW YORK CITY 19** | WHN | 1050 | 50,000 | Marcus Loew Booking Agency<br>1540 Broadway<br>Bryant 9-7800 | .... | Herbert L. Pettey<br>Frank Roehrenbeck<br>Bertram Lebhar Jr. | Fred Raphael<br>Hartley Samuels<br>Paul Fuelling | Rambeau<br>Bannan<br>Associated<br>UP |
| **NEW YORK CITY 18** | WINS | 1010 | 10,000<br>CP-50,000 | Hearst Radio Inc.<br>28 W. 44th St.<br>Bryant 9-6000 | .... | Hearst Radio Inc.<br>Clarence G. Cosby<br>J. Trevor Adams Jr. | Jerry Law<br>Jerome A. Layton<br>J. P. McNally, acting | ..............<br>Standard<br>World<br>AP, INS |
| **NEW YORK CITY 20** | WJZ | 770 | 50,000 | Blue Network Co. Inc.<br>30 Rockefeller Plaza<br>Circle 7-5700 | Blue | Edward J. Noble<br>Mark Woods<br>John H. McNeil<br>Slocum Chapin, acting | John Hade<br>Robert L. Hutton<br>George O. Milne | Blue Spot<br>Thesaurus<br>MacGregor<br>Standard<br>Associated<br>AP, INS, UP |
| **NEW YORK CITY 19** | WMCA | 570 | 5,000 | WMCA Inc.<br>1657 Broadway<br>Circle 6-2200 | .... | Nathan Straus<br>Charles Stark<br>Charles Stark | Garrett E. Hollihan Jr.<br>Howard Klarman<br>Frank Marx | Weed<br>World<br>AP |
| **NEW YORK CITY 22** | WNEW | 1130 | 10,000 | Greater New York Bcstg. Corp.<br>501 Madison Ave.<br>Plaza 3-3300 | .... | Arde Bulova<br>Maj. H. Henschel<br>Bernice Judis<br>W. Duncan<br>H. Bess | Ted Cott<br>Jerome Sill<br>Max J. Weiner | Blair<br>Foster<br>Thesaurus<br>Standard<br>AP |
| **NEW YORK CITY 7** | *WNYC | 830<br>L-WCCO<br>SA-SH-N | 1,000 | City of New York<br>Municipal Bldg.<br>Worth 2-5600 | .... | City of New York<br>M. S. Novik<br>.............. | Seymour N. Siegel(leave)<br>..............<br>.............. | ..............<br>AP, INS |
| **NEW YORK CITY** | WOR | 710 | 50,000 | Bamberger Bcstg. Service Inc.<br>1440 Broadway<br>Pennsylvania 6-8600 | MBS | Alfred J. McCosker<br>Theodore C. Streibert<br>Eugene Thomas<br>Norman Livingston | Julius F. Seebach Jr.<br>Joseph Creamer<br>J. R. Poppele | ..............<br>World<br>Associated<br>AP, TP, UP |
| **NEW YORK CITY 19** | WOV | 1280<br>ST-WHBI | 5,000 | Wodaam Corp.<br>730 Fifth Ave.<br>Circle 5-7979 | .... | Arde Bulova<br>Ralph N. Weil<br>Ralph Nardella | Arnold B. Hartley<br>..............<br>H. W. Holt | McGillvra<br>Associated<br>UP |
| **NEW YORK CITY 19** | WQXR | 1560 | 10,000 | Interstate Broadcasting Co. Inc.<br>730 Fifth Ave.<br>Circle 5-5566 | .... | John V. L. Hogan<br>Elliott M. Sanger<br>Hugh K. Boice | Eleanor N. Sanger<br>Norman S. McGee<br>Russell D. Valentine | Pearson<br>World<br>Associated<br>AP |
| **NEW YORK CITY** | WWRL<br>(Woodside) | 1600 | 250 | Long Island Broadcasting Corp.<br>41-30 58th St., Woodside, L. I.<br>Newtown 9-3300 | .... | W. H. Reuman<br>W. H. Reuman<br>Edith Dick | Lou Cole<br>..............<br>Joseph Franz Jr. | ..............<br>Associated<br>AP |
| **NIAGARA FALLS** | WHLD | 1290 | 1,000-D | Niagara Falls Gazette Pub. Co.<br>Hotel Niagara<br>8421 | .... | A. C. Deuel<br>Earl C. Hull<br>Richard G. Robbins | Robert J. Manning<br>..............<br>Robert J. Wilson | Headley-Reed<br>Associated<br>MacGregor<br>Lang-Worth<br>Standard<br>UP |

# We know something you don't know about the New York Market… *but*…we'll be glad to tell you!

WQXR is a unique radio station. Its audience is a unique and loyal audience—so loyal that 25,000 of our listeners pay $1.00 a year to get our printed monthly program! Every year WQXR surveys a cross-section of its audience by means of a questionnaire sent to people who have written to the station. The latest questionnaire, sent to 14,000 homes, asked 19 very personal questions—brought 27.58% returns, with no inducement offered. These replies told us many interesting things that can mean *more business* for you.



## WHAT THIS SURVEY SHOWS:

- How much rent our listeners pay
- How many own their own homes
- What their occupations are
- In what bracket their incomes fall
- Where they shop
- Where they have checking and savings accounts
- What they buy by brand names
- What they read—newspapers and magazines
- What other stations they listen to, if any
- How many years they have been listening to WQXR
- How many hours a day they listen
- How many times a month they go to the movies, theatres, night clubs, dine out

This information on WQXR's audience is available to advertisers and agents. It clearly indicates that you cannot reach the *FULL* New York market through radio—UNLESS YOU ALSO USE WQXR! We shall be glad to suggest plans for *your* advertising over this station. Why not write or phone us now?

**WQXR**

NEW YORK CITY

730 FIFTH AVENUE
10,000 WATTS NIGHT AND DAY

# HEAR YE! HEAR YE!

In old days, the "Towne Crier" was a busy person. He was the Time Signal—the Newscaster and the Gossip Reporter—the most "listened to" in his area.

But those days of old have grown young. Individualism has given way to science and industry—to newspapers and radio with greater coverage, more circulation, and more listeners.

## GREATER COVERAGE — MORE LISTENERS

That, briefly, is the NEW story at the NEW WINS. WINS is now operating on 10,000 WATTS at 1010 on the dial. That means greater coverage and more listeners for your story. Add new and improved programs* now being carried on WINS and you have a new means of getting "time and a half" for your advertising dollar.

1010 on N. Y. Dial

# WINS

NEW YORK

10,000 Watts

*Exclusive!*

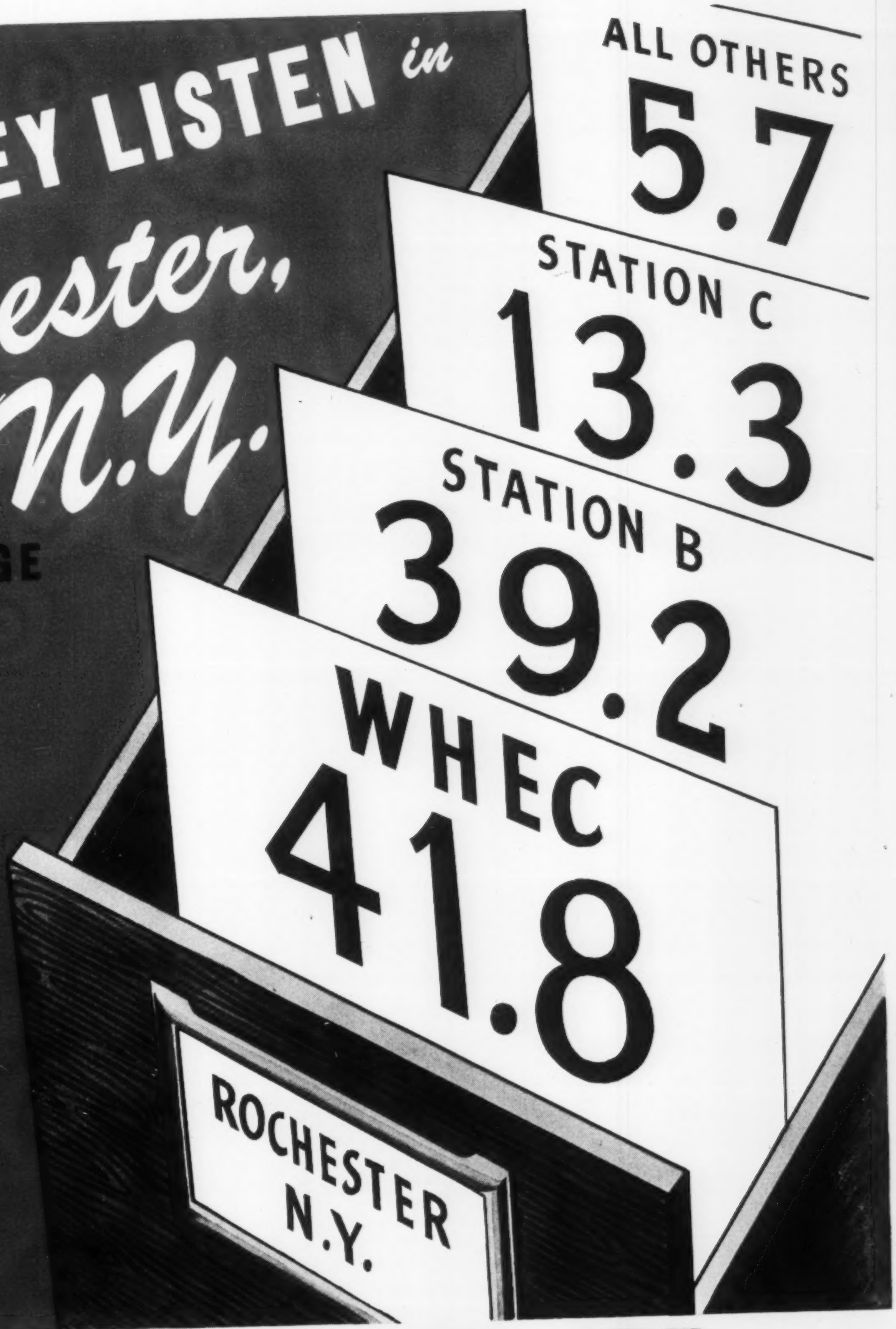
BASKETBALL BROADCASTS DIRECT FROM MADISON SQUARE GARDEN.
FARRAR "BUB" BURN'S HOMESPUN NEWS COMMENTARIES.
HOUSEWIVES JACKPOT — A MONEY GIVEAWAY WITH A RATING THAT RATES.
A PRODUCTIVE PRODUCTION DEPARTMENT TO HELP YOU PRODUCE SHOWS THAT SELL.

# HOW THEY LISTEN *in* Rochester, N.Y.

**DAILY OVERALL RATING AVERAGE**

(8 A.M. to 10 P.M.)

*SOURCE:*
*C. E. Hooper, Inc.*
*"Measurement of Radio Listening" for last five months period previous to closing date of "Broadcasting Year Book."* *


ALL OTHERS
5.7
STATION C
13.3
STATION B
39.2
WHEC
41.8
ROCHESTER
N.Y.

* Shortly after this book appears a new report will be available, information contained in which we will gladly supply on request.

# WHEC

## ROCHESTER

CBS

National Representatives: J. P. McKINNEY & SON, New York, Chicago, San Francisco

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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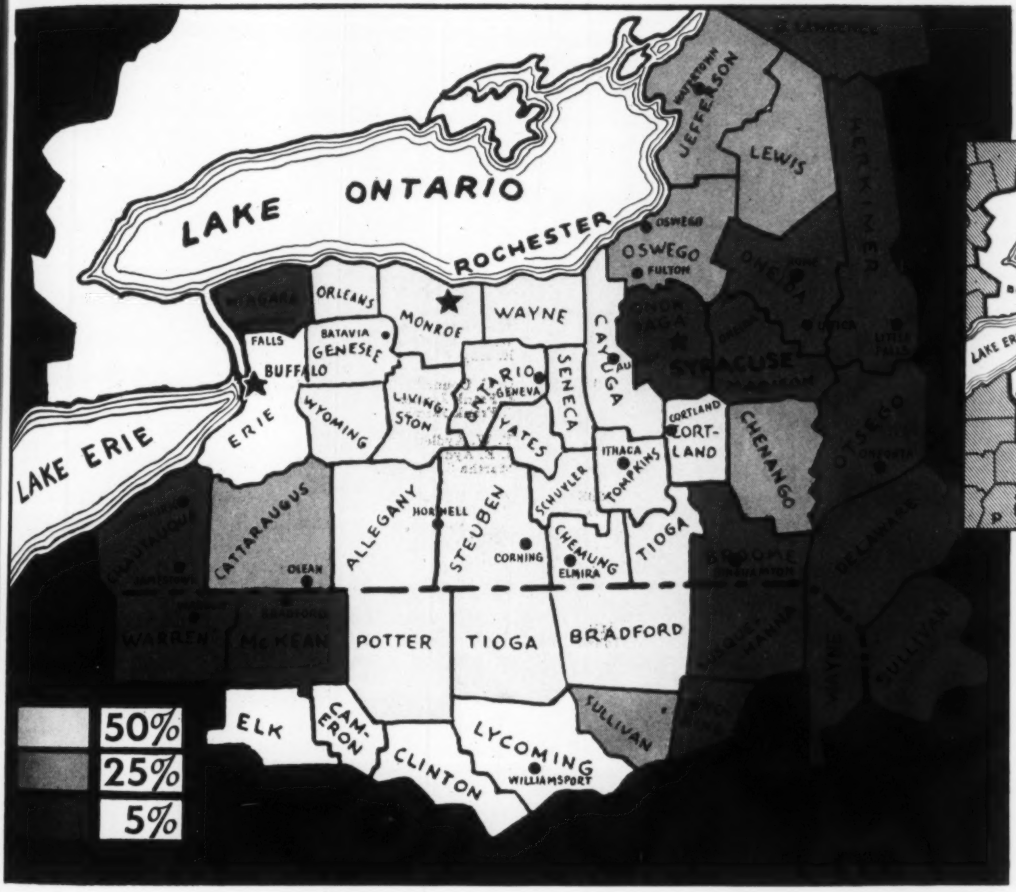
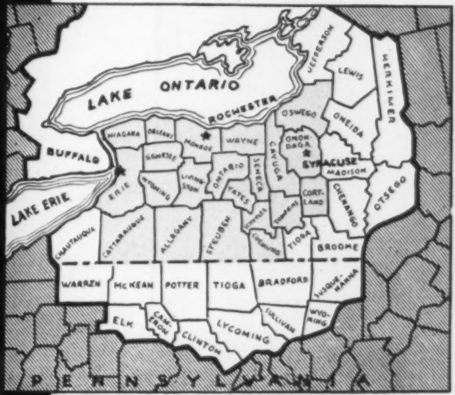
*LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
*(Data corrected to January 1, 1944)*

## NEW YORK—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **OGDENSBURG**..... | WSLB | 1400 | 250 | St. Lawrence Bcstg. Corp.<br>2315 Knox St.<br>500 | .... | Joseph R. Brandy<br>Harold J. Frank<br>Joseph R. Brandy | Hal Gilman<br>Harold J. Frank<br>Clifford D. Moore | De Lisser<br>Thesaurus<br>UP |
| **PLATTSBURG**...... | WMFF | 1340 | 250 | Plattsburg Broadcasting Corp.<br>Radio Center<br>1600 | Blue | George F. Bissell<br>George F. Bissell<br>Joel H. Scheier | Malcolm Weaver<br>Joel H. Scheier<br>John Nazak | Hollingbery<br>Standard<br>MacGregor<br>UP |
| **POUGHKEEPSIE** ... | WKIP | 1450 | 250 | Poughkeepsie Broadcasting Corp.<br>The Nelson House<br>6-800 | Blue | Richard E. Coon Jr.<br>Bruff W. Olin Jr.<br>Bruff W. Olin Jr. | Katherine Gilbert<br>Bruff W. Olin Jr.<br>John Burke | Headley-Reed<br>Standard<br>AP |
| **ROCHESTER 4**..... | WHAM | 1180 | 50,000 | Stromberg-Carlson Co.<br>Sagamore Hotel<br>Stone 1862 | NBC | William Fay<br>John H. Lee<br>John W. Kennedy Jr. | Charles W. Siverson<br>Truman Brizee<br>Kenneth J. Gardner | Hollingbery<br>Thesaurus<br>World<br>Associated<br>Lang-Worth<br>UP |
| **ROCHESTER**....... | WHEC | 1460 | 1,000–LS<br>500–N | WHEC Inc.<br>40 Franklin St.<br>Stone 1320 | CBS | {Frank E. Gannett<br>{Clarence Wheeler<br>Gunnar O. Wiig<br>.............. | William J. Adams<br>..............<br>Bernard O'Brien | McKinney<br>Associated<br>Standard<br>AP |
| **ROCHESTER**....... | WSAY | 1240<br>CP-1370 | 250<br>CP-1,000 | Brown Radio Service & Laboratory<br>328 Main St. E.<br>Stone 702 | MBS | Gordon P. Brown<br>Gordon P. Brown<br>Mortimer A. Nusbaum | ..............<br>Elmer Walz<br>Gordon P. Brown | McGillvra<br>INS |
| **SARANAC LAKE** .... | WNBZ | 1320 | 100–D | Upstate Broadcasting Corp.<br>14 Broadway<br>1320 | Blue | Carl Woese<br>John F. Grimes<br>Arthur Alvares | Albert Bagdasarian<br>..............<br>H. Berwind Williams | .............. |
| **SCHENECTADY** .... | WGY | 810 | 50,000 | General Electric Co.<br>1 River Rd.<br>3-2121 | NBC | General Electric<br>Kolin Hager<br>Kolin Hager | A. O. Coggeshall<br>Kay Kempton<br>W. J. Purcell | NBC-Spot Sales<br>Thesaurus<br>Standard<br>Associated<br>AP, UP |
| **SCHENECTADY 7**... | WSNY | 1240 | 250 | Western Gateway Bcstg. Corp.<br>Plaza Theatre Building<br>3-3622 | .... | Winslow P. Leighton<br>George R. Nelson<br>.............. | Edward F. Flynn<br>Cecil Woodland<br>Irving Beck | Wilson<br>Wood<br>Standard<br>Lang-Worth<br>AP |
| **SYRACUSE**......... | WAGE | 620 | 1,000 | WAGE, Inc.<br>Loew Bldg.<br>2-0277 | Blue | Frank G. Revoir<br>William T. Lane<br>Aaron Beckwith | Aaron Beckwith<br>William Harden<br>Charles Brannen | Petry<br>Associated<br>AP |
| **SYRACUSE 2**....... | WFBL | 1390 | 5,000 | Onondaga Radio Bcstg. Corp.<br>433 S. Warren St.<br>2-1147 | CBS | Samuel H. Cook<br>Samuel Woodworth<br>Charles F. Phillips | Raymond C. Gantter<br>Robert G. Soule<br>Alfred R. Marcy | Free & Peters<br>World<br>INS |
| **SYRACUSE**......... | WOLF | 1490 | 250 | Civic Broadcasting Corp.<br>Chimes Bldg.<br>2-7211 | MBS | T. S. Marshall<br>T. S. Marshall<br>T. S. Marshall | Hamilton Woodle<br>..............<br>David F. Foote | Burn-Smith<br>UP |
| **SYRACUSE 2**....... | WSYR | 570 | 5,000 | Central New York Bcstg. Corp.<br>Syracuse Kemper Bldg.<br>3-7111 | NBC | Col. Harry C. Wilder<br>Col. Harry C. Wilder<br>.............. | E. R. Vadeboncoeur<br>R. S. Boyd<br>A. G. Belle Isle | Raymer<br>Bannan<br>Associated<br>Standard<br>Lang-Worth<br>UP |
| **TROY**.............. | WHAZ | 1330<br>ST-WBBR, WEVD | 1,000 | Rensselaer Polytechnic Institute<br>110 Eighth St.<br>6810 | .... | William O. Hotchkiss<br>Wyant J. Williams<br>Warren C. Stoker | A. Olin Niles<br>Anne Duffy<br>Hiram D. Harris | .............. |
| **TROY**.............. | WTRY | 980 | 1,000 | Troy Broadcasting Co.<br>92 Fourth St.<br>2100 | Blue | Col. Harry C. Wilder<br>William A. Riple<br>William A. Riple | Woodbury Carter<br>K. Moser<br>Waldo Whitman | Raymer<br>World<br>Standard<br>Lang-Worth<br>UP |
| **UTICA 2**........... | WIBX | 1230 | 250 | WIBX Inc.<br>First National Bank Bldg.<br>2-2101 | CBS | Margaret Potter Bowen<br>Margaret Potter Bowen<br>Helen Wood | Elliott Stewart<br>Nathan W. Cook<br>John T. Dowdell | Biddick<br>Reiter<br>Bannan<br>Wood<br>World<br>INS |
| **WATERTOWN**...... | WATN | 1240 | 250 | Watertown Broadcasting Corp.<br>Woolworth Bldg.<br>975 | .... | G. H. Righter<br>G. H. Righter<br>A. Dinsdale | E. James McDonald Jr.<br>..............<br>.............. | Biddick<br>Standard<br>AP |
| **WATERTOWN**...... | WWNY | 790 | 1,000 | Brockway Co.<br>Hotel Woodruff<br>4-120 | CBS | Harold B. Johnson<br>Thomas E. Martin<br>Louis Saiff Jr. | Robert G. Walter<br>Thomas R. McHugh<br>Maynard B. Davis | Weed<br>Standard<br>UP |
| **WHITE PLAINS**..... | WFAS | 1230 | 250 | Westchester Broadcasting Corp.<br>Roger Smith Hotel<br>6400 | .... | Col. J. Noel Macy<br>Frank A. Seitz<br>.............. | Randall Kaler<br>..............<br>Frank A. Seitz | Headley-Reed<br>World<br>Associated<br>AP |

# WHAM means selling power measured in mail response or millivolts per meter


LAKE ONTARIO
ROCHESTER
LAKE ERIE
ST. LAWRENCE
JEFFERSON
WATERTOWN
LEWIS
HERKIMER
OSWEGO
FULTON
ONEIDA
UTICA
ONONDAGA
SYRACUSE
MADISON
LITTLE FALLS
NIAGARA
ORLEANS
MONROE
WAYNE
CAYUGA
AUBURN
SENECA
FALLS
BATAVIA
GENESEE
BUFFALO
ERIE
WYOMING
LIVINGSTON
ONTARIO
GENEVA
YATES
CORTLAND
CORTLAND
CHENANGO
OTSEGO
ONEONTA
ITHACA
TOMPKINS
SCHUYLER
CHAUTAUQUA
JAMESTOWN
CATTARAUGUS
OLEAN
ALLEGANY
HORNELL
STEUBEN
CORNING
CHEMUNG
ELMIRA
TIOGA
BROOME
BINGHAMTON
DELAWARE
WARREN
BRADFORD
McKEAN
POTTER
TIOGA
BRADFORD
SUSQUEHANNA
WAYNE
SULLIVAN
ELK
CAMERON
CLINTON
LYCOMING
WILLIAMSPORT
SULLIVAN
50%
25%
5%


LAKE ONTARIO
ROCHESTER
BUFFALO
LAKE ERIE
JEFFERSON
LEWIS
HERKIMER
OSWEGO
ONEIDA
NIAGARA
ORLEANS
MONROE
WAYNE
GENESEE
ERIE
WYOMING
LIVINGSTON
ONTARIO
YATES
SENECA
CAYUGA
ONONDAGA
SYRACUSE
MADISON
CORTLAND
CHENANGO
OTSEGO
CHAUTAUQUA
CATTARAUGUS
ALLEGANY
STEUBEN
SCHUYLER
CHEMUNG
TOMPKINS
TIOGA
BROOME
WARREN
McKEAN
POTTER
TIOGA
BRADFORD
SUSQUEHANNA
WYOMING
ELK
CAMERON
CLINTON
LYCOMING
SULLIVAN
PENNSYLVANIA

*Physical coverage of WHAM (.5 and .1 millivolt lines) by counties. Note close correlation between physical coverage as shown on this map and mail coverage as shown on large map.*

THE WHAM mail coverage map (large map above) is based on 50,000 pieces of program mail received by WHAM, separated and classified by counties. Monroe County, the home of WHAM, was used as the base with the number of letters per 1,000 *radio homes* received rated as 100% mail response. On this same basis, counties showing a mail response per 1,000 radio homes of 50% or better were classified as WHAM primary mail coverage areas. Those showing returns of 25% or better were classified as secondary coverage while the counties with returns of 5% to 25% were rated as supplementary areas.

| | Total | Primary | Secondary | Supplementary |
|---|---|---|---|---|
| Population | 2,952,327 | 1,214,255 | 294,703 | 1,443,369 |
| Total Radio Homes | 741,410 | 309,757 | 71,918 | 359,735 |

**BASIC NBC**
**50,000 WATTS**

# WHAM

***Your Western New York Salesman***

**ROCHESTER, N. Y.**
**CLEAR CHANNEL**

NATIONAL REPRESENTATIVE **GEORGE P. HOLLINGBERY CO.**

*"The Stromberg-Carlson Station"*

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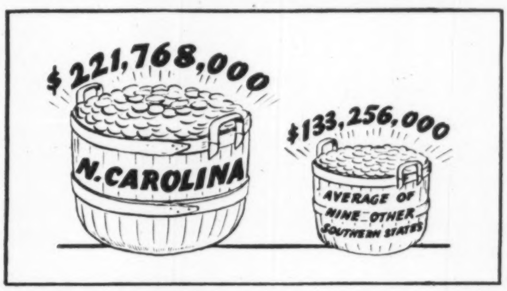
*(Data corrected to January 1, 1944)*

## NORTH CAROLINA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| ASHEVILLE | WISE | 1230 | 250 | Radio Station WISE Inc.<br>98 College St.<br>1213 | NBC<br>MBS<br>Daniel Boone<br>Blue Ridge | Harold H. Thoms<br>Harold H. Thoms<br>Harold H. Thoms | Kenneth Beachboard<br>..............<br>Madeline Hollerith | Burn-Smith<br>Cummings<br>Standard<br>INS |
| ASHEVILLE | WWNC | 570 | 1,000 | Asheville Citizen-Times Co.<br>14 O'Henry Ave.<br>5500 | CBS | Charles A. Webb<br>Don S. Elias<br>Don S. Elias<br>James A. Hagen | Lee Chadwick<br>Lee Chadwick<br>Cecil B. Hoskins | Burn-Smith<br>Associated<br>Lang-Worth<br>UP |
| BURLINGTON | WBBB | 920 | 1,000–D | Alamance Bcstg. Co. Inc.<br>310 S. Main St.<br>2730 | MBS<br>Tobacco | V. Wilton Lane<br>E. Z. Jones<br>Roy Springer | William Sandefur<br>Paul Huddleston<br>James Beatty | ..............<br>Associated<br>Standard<br>AP, UP |
| CHARLOTTE 2 | WAYS | 610 | 1,000 | Inter-City Advertising Co.<br>120 E. Third St.<br>3-7173 | Blue<br>MBS | George W. Dowdy<br>G. O. Shepherd<br>Walter Goan | ..............<br>Walter Goan<br>John C. Price | Weed<br>Lang-Worth<br>Associated<br>INS |
| CHARLOTTE | WBT | 1110 | 50,000 | Columbia Bcstg. System Inc.<br>Wilder Bldg.<br>3-8833 | CBS | CBS-A. D. Willard Jr.<br>A. D. Willard Jr.<br>Royal E. Penny | Charles H. Crutchfield<br>Wm. MacGregor Parker<br>M. J. Minor | Radio Sales<br>Associated<br>Lang-Worth<br>AP, UP |
| CHARLOTTE 2 | WSOC | 1240 | 250 | Radio Station WSOC Inc.<br>1925 N. Tryon St.<br>7138 | NBC | E. J. Gluck<br>E. J. Gluck<br>W. C. Irwin | Charles G. Hicks Jr.<br>Francis M. Fitzgerald<br>L. L. Caudle Jr. | Headley-Reed<br>Thesaurus<br>Associated<br>Standard<br>AP |
| CONCORD | WEGO | 1410 | 1,000–D | Wayne M. Nelson<br>Concord<br>2271 | .... | Wayne M. Nelson<br>Wayne M. Nelson<br>R. Hoy Whitlow | ..............<br>..............<br>Earl Gibbs | ..............<br>Standard<br>UP |
| DURHAM | WDNC | 1490 | 250 | Durham Radio Corp.<br>138½ E. Chapel Hill St.<br>R-155 | CBS | C. C. Council<br>J. Frank Jarman<br>J. Frank Jarman | Zery V. Gwynn<br>J. Frank Jarman<br>Walter S. Hill | Wilson<br>MacGregor<br>UP |
| ELIZABETH CITY | WCNC | 1400 | 250 | Albemarle Broadcasting Co.<br>104 E. Colonial Ave.<br>1400 | .... | T. W. Aydlett<br>J. E. Aydlett<br>Martha S. Seymour | Jane Lyman<br>..............<br>James M. Wall | ..............<br>UP |
| FAYETTEVILLE | WFNC | 1450 | 250 | Cape Fear Broadcasting Co.<br>114 Anderson St.<br>4848 | MBS<br>Tobacco | W. C. Ewing<br>T. K. Weyher<br>W. C. Ewing<br>Paul Moyle | Ray Woodward<br>Paul Moyle<br>Howard Harrell | Burn-Smith<br>Lang-Worth<br>UP |
| GASTONIA | WGNC | 1450 | 250 | F. C. Todd<br>National Bank of Commerce Bldg.<br>732 | Blue | F. C. Todd<br>Pat McSwain<br>Frank Abernethy | Earl Holder<br>..............<br>W. C. Groves Jr. | Cox & Tanz<br>UP |
| GOLDSBORO | WGBR | 1400 | 250 | Eastern Carolina Bcstg. Co.<br>Borden Bldg.<br>1550 | MBS<br>Tobacco | A. T. Hawkins<br>Harry G. Bright<br>L. B. Nelson | John Gay Britt<br>J. Marshall Braxton<br>Daniel B. Trueblood | Burn-Smith<br>Forjoe<br>Standard<br>UP |
| GREENSBORO | WBIG | 1470 | 5,000 | North Carolina Bcstg. Co. Inc.<br>O. Henry Hotel<br>6125 | CBS | Maj. Edney Ridge<br>Maj. Edney Ridge<br>Maj. Edney Ridge | Wally Williams<br>Virginia W. McKinney<br>Earl F. Allison | Burn-Smith<br>Hollingbery<br>Kane<br>Thesaurus<br>World<br>AP |
| GREENSBORO | WGBG | 980 | 1,000–D | Greensboro Bcstg. Co. Inc.<br>S. Ashe Street Extension<br>3-3631 | Blue | Ralph M. Lambeth<br>Ralph M. Lambeth<br>J. Robert Marlowe<br>L. O. Hutchins | Anderson Brown<br>J. Robert Marlowe<br>Joe Warlick | ..............<br>Lang-Worth<br>UP |
| GREENVILLE | WGTC | 1490 | 250 | Greenville Broadcasting Co.<br>Falkland Highway<br>3182 | MBS<br>Tobacco | Julian J. White<br>Margaret J. Laughinghouse<br>.............. | Margaret J. Laughinghouse<br>M. J. Laughinghouse<br>Hank Tribley | ..............<br>Lang-Worth<br>UP |
| HICKORY | WHKY | 1290 | 5,000–LS<br>1,000–N | Catawba Valley Bcstg. Co. Inc.<br>Radio Bldg.<br>1195 | Blue | Carl V. Cline<br>Carl C. Aley<br>Carl C. Aley | Bing Bennett<br>..............<br>E. S. Long | Wilson<br>Thesaurus<br>UP |
| HIGH POINT | WMFR | 1230 | 250 | Radio Station WMFR Inc.<br>156½ S. Main St.<br>4593 | Blue | James E. Lambeth Jr.<br>H. M. Lambeth<br>Pat Taylor | Stan Conrad<br>Pat Taylor<br>R. P. Boyd | Burn-Smith<br>Associated<br>UP |
| KINSTON | WFTC | 1230 | 250 | Jonas Weiland<br>210 E. King St.<br>4111 | Blue | Jonas Weiland<br>Jonas Weiland<br>Lester Gould | Ruby Grant Dougan<br>Frances Van Houtan<br>David Hardison | Burn-Smith |
| NEW BERN | WHIT | 1450 | 250 | Coastal Broadcasting Co. Inc.<br>U. S. Highway No. 17, S.<br>1450 | .... | Louis N. Howard<br>Louis N. Howard<br>Louis N. Howard | Ed W. Burwell<br>Paul Parker<br>W. Glenn Neuville | ..............<br>MacGregor<br>Thesaurus<br>Lang-Worth<br>UP |
| RALEIGH | WPTF | 680 | 50,000 | WPTF Radio Co.<br>Insurance Bldg.<br>8311 | NBC | J. R. Weatherspoon<br>Richard H. Mason<br>Ollie L. Carpenter | Virginia Tatum<br>..............<br>Henry Hulick Jr. | Free & Peters<br>Thesaurus<br>Associated<br>AP, UP |
| RALEIGH | WRAL | 1240 | 250 | Capitol Broadcasting Co. Inc.<br>Box 1150<br>6411 | MBS<br>Tobacco | A. J. Fletcher<br>Fred Fletcher<br>Durham Moore | Ray Reeve<br>Fred Fletcher<br>Stanley Brown | Weed<br>Lang-Worth<br>Associated<br>AP |
| ROANOKE RAPIDS | WCBT | 1230 | 250 | WCBT Inc.<br>251 Roanoke Ave.<br>855-1 | Blue<br>MBS | S. Ellis Crew<br>Nathan Frank<br>Nathan Frank | Mamie Nash<br>Nathan Frank<br>C. W. Mears | Burn-Smith<br>MacGregor<br>UP |
| ROCKY MOUNT | WEED | 1450 | 250 | W. A. Wynne<br>Box 391<br>1420 | Blue | W. A. Wynne<br>W. A. Wynne<br>Ray Bandy | Douglass Hunt<br>..............<br>W. W. Primm | ..............<br>World<br>UP |

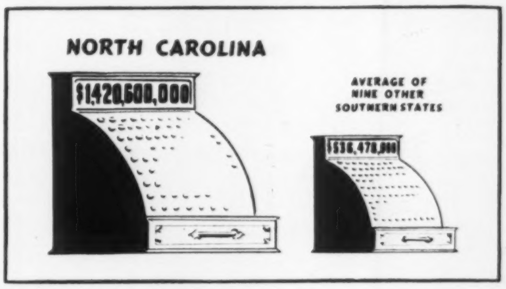
# NORTH CAROLINA IS THE SOUTH'S No. 1 STATE

IN AGRICULTURE



CASH INCOME AND GOV'T PAYMENTS Source: Department of Agriculture, 1940

IN INDUSTRY



VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufactures, 1939

# WPTF

with 50,000 WATTS in RALEIGH is

# NORTH CAROLINA'S No. 1 SALESMAN

NBC 680 KC

FREE & PETERS, INC. National Representatives

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**— Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
*LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
*(Data corrected to January 1, 1944)*

## NORTH CAROLINA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **SALISBURY** | WSTP | 1490 | 250 | Piedmont Broadcasting Corp.<br>Yadkin Hotel<br>2121 | MBS | Bryce P. Beard<br>Russell McIntire<br>Jimmy G. Thomas | Gales Adkins<br>Earl Caton<br>Carl B. Watson | Burn-Smith<br>Associated<br>AP |
| **WASHINGTON** | WRRF | 930 | 1,000-D | Tarheel Broadcasting System<br>Bank of Washington Bldg.<br>403 | Blue | W. R. Roberson Sr.<br>W. R. Roberson Jr.<br>.............. | N. L. Royster<br>N. L. Royster<br>George Martin | Burn-Smith<br>AP |
| **WILMINGTON** | WMFD | 1400 | 250 | Richard Austin Dunlea<br>Castle Hayne Rd.<br>4840 | Blue | R. A Dunlea<br>R. A. Dunlea<br>C. O Shields | H. W. Lee<br>Norma Rogers<br>E. I. Herring Jr. | Burn-Smith<br>UP |
| **WILSON** | WGTM | 1340 | 250 | Penn Thomas Watson<br>U. S. Highway 301<br>2188 | MBS<br>Tobacco | Penn T. Watson<br>Allen E. Wannamaker<br>Robert R. Brunson | Clinton Faris<br>Allen E. Wannamaker<br>Warren Wooten | Burn-Smith<br>Associated<br>Lang-Worth<br>UP |
| **WINSTON-SALEM 3** | WAIR | 1340 | 250 | C. G. Hill, George D. &<br>S. H. Walker<br>Pepper Bldg.<br>2-1133 | Blue<br>MBS | Partnership<br>George D. Walker<br>C. G. Hill | Charles Keaton<br>E. D. Hill<br>Lee King | Wood<br>World<br>Associated<br>AP |
| **WINSTON-SALEM 1** | WSJS | 600 | 5,000 | Piedmont Publishing Co.<br>419 N. Spruce St.<br>4141 | NBC | Gordon Gray<br>Harold Essex<br>Harry B. Shaw | Clay B. Daniel<br>Harold Essex<br>Philip F. Hedrick | Headley-Reed<br>Associated<br>Lang-Worth<br>UP |

## NORTH DAKOTA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **BISMARCK** | KFYR | 550 | 5,000 | Meyer Broadcasting Co.<br>320 Broadway<br>468 | NBC<br>Northwest | P. J. Meyer<br>F. E. Fitzsimonds<br>F. E. Fitzsimonds | R. W. MacLeod<br>Cal Culver<br>Ivar Nelson | Blair<br>Thesaurus<br>Associated<br>AP, UP |
| **DEVILS LAKE** | KDLR | 1240 | 250 | KDLR Inc.<br>1025 Third St.<br>1090 | MBS<br>No. Central | Bert Wick<br>Bert Wick<br>Bert Wick | Robert Raynor<br>..............<br>Richard Moritz | ..............<br>Associated<br>World<br>AP, UP, INS |
| **FARGO** | WDAY | 970 | 5,000 | WDAY Inc.<br>Black Bldg.<br>5357 | NBC<br>Northwest | Earl C. Reineke<br>Barney Lavin<br>Barney Lavin | Ken Kennedy<br>Mildred Gregerson<br>Julius Hetland | Free & Peters<br>Thesaurus<br>AP, UP |
| **GRAND FORKS** | *KFJM | 1440<br>SH-KILO | 1,000-LS<br>500-N | University of North Dakota<br>Grand Forks<br>2800 | .... | Univ. of North Dakota<br>D. J. Robertson<br>.............. | D. J. Robertson<br>..............<br>O. H. Halvorson | .............. |
| **GRAND FORKS** | KILO | 1440<br>SH-KFJM | 1,000-LS<br>500-N | Dalton Le Masurier<br>First National Bank Bldg.<br>1200 | CBS<br>No. Central | Dalton Le Masurier<br>Dalton Le Masurier<br>Elmer Hanson | Helen LaVelle<br>..............<br>Oscar Halverson | ..............<br>Lang-Worth<br>UP |
| **JAMESTOWN** | KSJB | 1400 | 250 | Jamestown Broadcasting Co. Inc.<br>Midland Bldg.<br>100 | MBS<br>No. Central | Leonard J. McNeil<br>B. Harland Ohde<br>B. Harland Ohde | Florence Putnam<br>..............<br>Kenneth L. Rich | ..............<br>Associated<br>UP, INS |
| **MANDAN** | KGCU | 1270 | 250 | Mandan Radio Assn.<br>Mandan<br>631 | MBS<br>No. Central | W. S. Russell<br>M. J. Reichert<br>.............. | ..............<br>..............<br>Bob Kyllingstad | ..............<br>Associated<br>MacGregor<br>INS |
| **MINOT** | KLPM | 1390 | 1,000 | John B. Cooley<br>Fair Block<br>1267 | MBS<br>No. Central | John B. Cooley<br>C. W. Baker<br>E. H. Cooley | J. Helling<br>..............<br>C. W. Baker | Walker<br>World<br>UP, INS |
| **VALLEY CITY** | KOVC | 1490 | 250 | KOVC Inc.<br>312 Fifth Ave.<br>408 | .... | Milton Holiday<br>Robert E. Ingstad<br>Robert E. Ingstad | George L. Brooks<br>George L. Brooks<br>Charles J. Sjostrom | .............. |

## OHIO

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **AKRON 9** | WADC | 1350 | 5,000 | Allen T. Simmons<br>Box 830<br>Meadowbrook 3211 | CBS | Allen T. Simmons<br>Allen T. Simmons<br>Allen T. Simmons | H. L. Hageman<br>Bob Wilson<br>Larry Hennigan | Hollingbery<br>Standard<br>UP |
| **AKRON 8** | WAKR | 1590 | 5,000 | Summit Radio Corp.<br>First Central Tower<br>Hemlock 6151 | Blue | S. Bernard Berk<br>S. Bernard Berk<br>Kenneth M. Keegan | Stanley Schultz<br>V. G. Berk<br>William W. Robertson | Weed<br>Thesaurus<br>MacGregor<br>AP |
| **ASHTABULA** | WICA | 970 | 1,000-D | WICA Inc.<br>221 Center St.<br>1211 | .... | C. A. Rowley<br>Robert C. Rowley<br>Donald Fassett | Walter Walrath<br>Alfred B. Newkirk<br>George G. Gautney | Walker<br>Thesaurus<br>UP |
| **CANTON 2** | WHBC | 1230<br>CP-1480 | 250<br>CP-1,000 | Ohio Broadcasting Co.<br>550 Market Ave., S.<br>7166 | MBS | Louis Brush<br>Felix Hinkle<br>Robert Fehlman | Len Taylor<br>Robert Fehlman<br>Kenneth Sliker | Burn-Smith<br>Thesaurus<br>Associated<br>AP, UP |

# WAKR

## TOWERS OVER AKRON

*Basic Blue Network*

5000 WATTS ★ DAY & NIGHT

WEED & CO.

*National Representatives*

WFMJ

The ~~Youngstown~~ Market

# More Listeners Per Dollar

*in the*

## 28th *U. S. Metropolitan District**

* J. Walter Thompson Research Dept.

**Subscriber to C. E. Hooper, Inc.**

---

**WFMJ carries MORE Local Advertising, MORE Local News, MORE Public Service Features than any other station serving the rich Youngstown and Mahoning Valley steel center.**

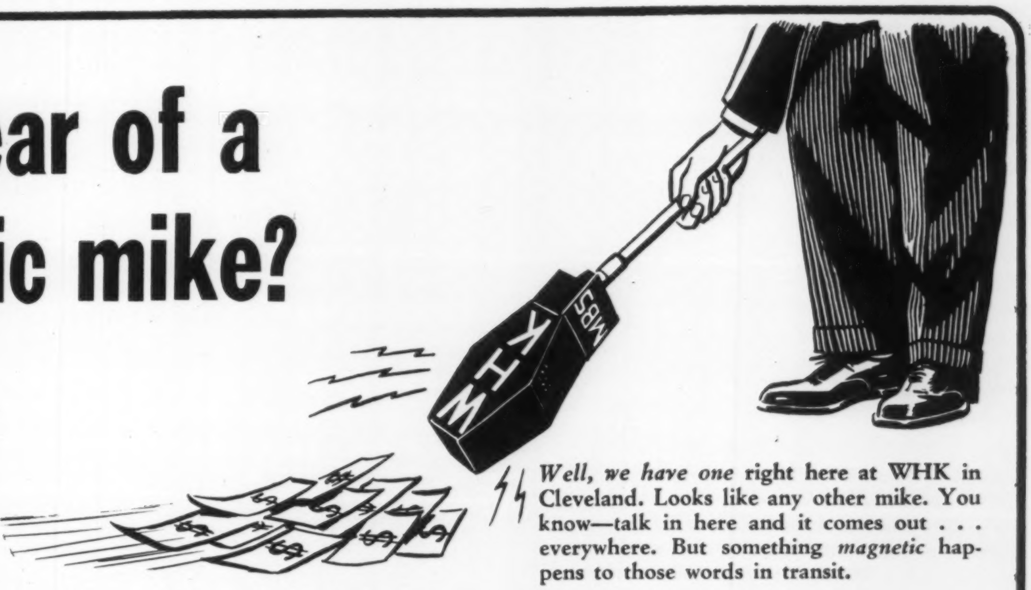
BLUE Network Basic Supplementary

# WFMJ

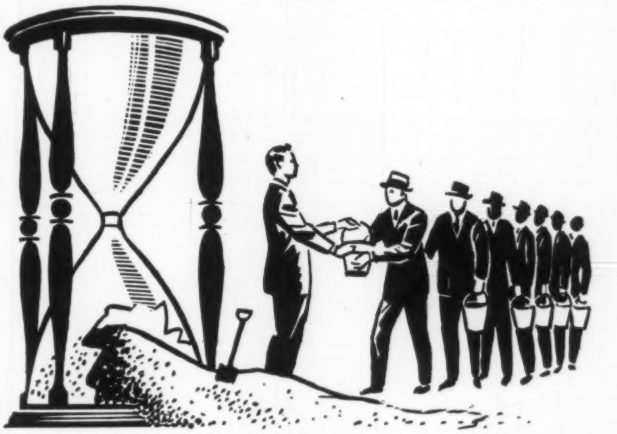
**Youngstown, Ohio**

**Headley-Reed National Representatives—New York, Chicago, Detroit, Atlanta, San Francisco.**

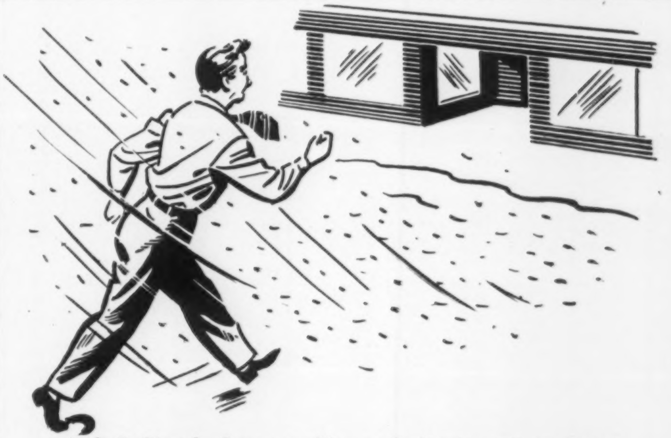
# Ever hear of a magnetic mike?



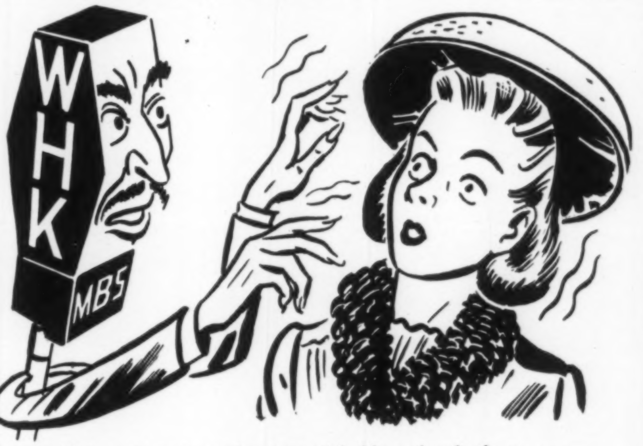
*Well, we have one* right here at WHK in Cleveland. Looks like any other mike. You know—talk in here and it comes out . . . everywhere. But something *magnetic* happens to those words in transit.



*First we knew about it* was the day we totaled up and discovered that Cleveland merchants (who *know* what sells what in this money-laden belt) *were buying more time over WHK than over any other leading station!*



*Why? Simply because* this magical mike of ours was just about *magnetizing* listeners. Announcer would say, "Run down to your nearest store tonight for a bottle of our dual-purpose potato chips"—and Clevelanders in their shirt sleeves would dash madly to the corner through snow up to here.



*We'd love it,* only we're scared half to death that someone will hear about our microphonic magnetism . . . and next thing you know, we'll be called on the carpet for such Svengali goings-on. Meanwhile, though, come on along. You've never *seen* such selling!

NO WONDER

# WHK

is

## Retailers' Choice in Cleveland

*Represented by Paul H. Raymer Co.*

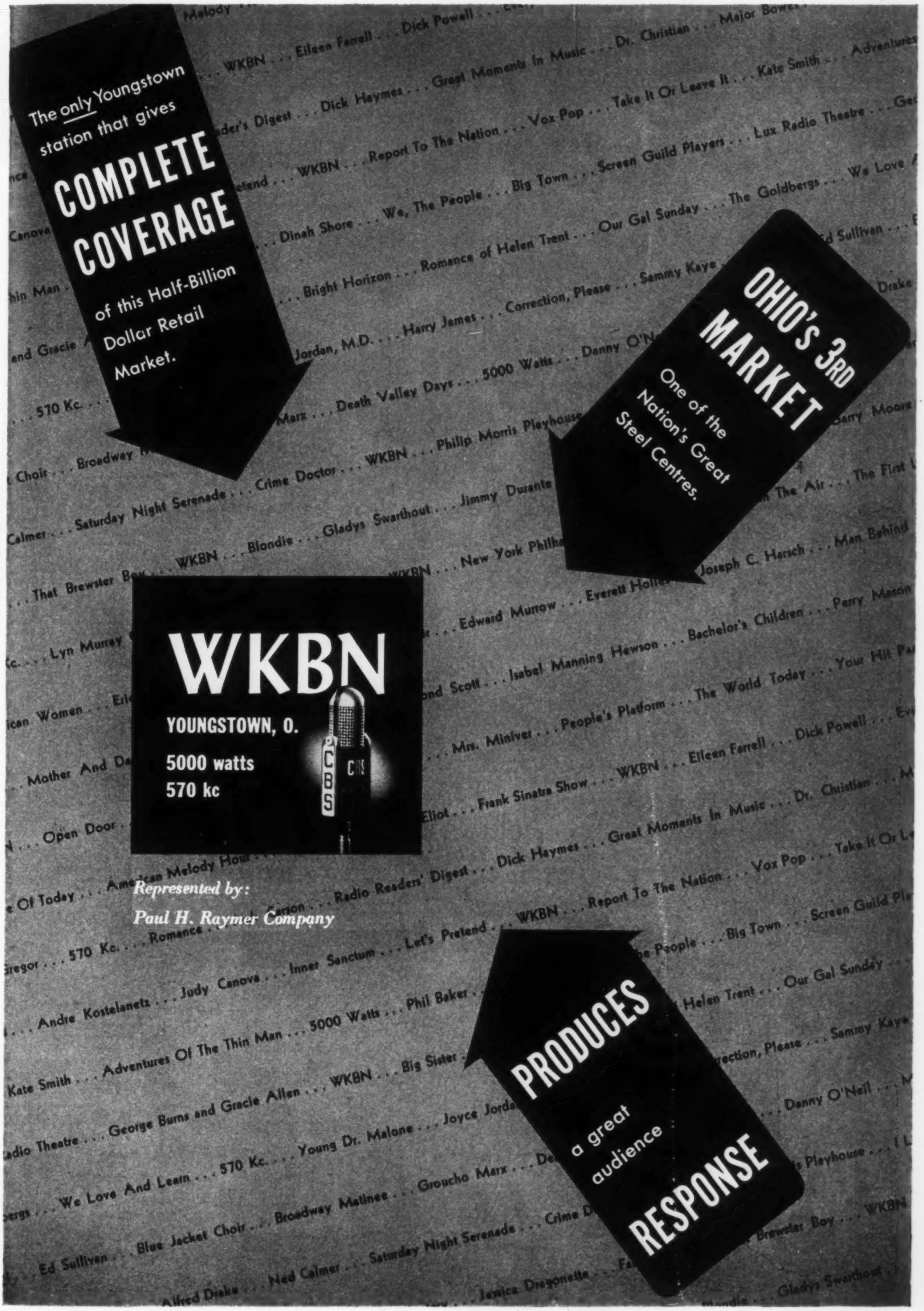
**United Broadcasting Co.**
**Operators of WHK - WCLE, Cleveland,**
**and WHKC, Columbus**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station.   D—Day.   N—Night.   ST—Shares Time.   SH—Specified Hours.   U—Unlimited.   CP—Construction Permit Issued.*
*LS—Local Sunset.   L—Limited Time with Dominant Station.   SA—Special Authorization.*
*(Data corrected to January 1, 1944)*

## OHIO—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| **CINCINNATI 1**...... | WCKY | 1530 | 50,000 | L. B. Wilson Inc.<br>Hotel Gibson<br>Cherry 6565 | CBS | L. B. Wilson<br>Fred A. Palmer<br>Fred A. Palmer | Robert M. Fleming<br>Margaret Dotson<br>Arthur Gillette<br>Harvey Glatstein | Free & Peters<br>Standard<br>Lang-Worth<br>AP, UP |
| **CINCINNATI 2**...... | WCPO | 1230 | 250 | Scripps-Howard Radio Inc.<br>Keith Bldg.<br>Main 3314 | .... | Jack R. Howard<br>Mortimer C. Watters<br>John Patrick Smith | John Patrick Smith<br>Evelyn Eppinger<br>Roger Wetz, acting | Branham<br>Standard<br>Associated<br>Lang-Worth<br>UP |
| **CINCINNATI 6**...... | WKRC | 550 | 5,000–LS<br>1,000–N | Cincinnati Times-Star Co.<br>Hotel Alms<br>Woodburn 0550 | MBS | Hulbert Taft<br>Kenneth W. Church<br>H. E. Fast | James M. Patt<br>James M. Patt<br>George Wilson | Katz<br>Standard<br>Associated<br>Lang-Worth<br>AP, UP |
| **CINCINNATI 2**...... | WLW | 700 | 50,000 | The Crosley Corp.<br>Crosley Square<br>Cherry 1822 | NBC | Powel Crosley Jr.<br>James D. Shouse<br>R. E. Dunville | Howard R. Chamberlin<br>A. R. Griffes<br>M. F. Allison<br>R. J. Rockwell | Spot Sales<br>Associated<br>AP, INS, UP<br>Reuters |
| **CINCINNATI 2**...... | WSAI | 1360 | 5,000 | Crosley Corp.<br>Crosley Square<br>Cherry 1822 | Blue<br>NBC | Powel Crosley<br>Walter Callahan<br>Willard R. Christian | James Leonard<br>Miss Brett Howard<br>R. J. Rockwell | Spot Sales<br>Associated<br>World<br>Thesaurus<br>AP, UP, Reuters |
| **CLEVELAND 13**..... | WCLE | 610 | 500–D | United Broadcasting Co<br>Terminal Tower<br>Prospect 5800 | .... | Sterling Graham<br>H. K. Carpenter<br>K. K. Hackathorn | C. M. Hunter<br>Robert Greenberg<br>Ralph DeLany | Radio Adv.<br>Associated<br>Lang-Worth<br>AP |
| **CLEVELAND 1**...... | WGAR | 1480<br>CP-1220 | 5,000–LS<br>1,000–N<br>CP-5,000–U | WGAR Broadcasting Co<br>Hotel Statler<br>Prospect 0200 | CBS | G. A. Richards<br>John F. Patt<br>Harry Camp | David Baylor<br>Clyde Vortman<br>R. Morris Pierce (leave) | Petry<br>World<br>UP |
| **CLEVELAND 13**..... | WHK | 1420 | 5,000 | United Broadcasting Co.<br>Terminal Tower<br>Prospect 5800 | MBS | Sterling Graham<br>H. K. Carpenter<br>K. K. Hackathorn | C. M. Hunter<br>Robert Greenberg<br>Ralph DeLany | Raymer<br>Associated<br>Lang-Worth<br>AP |
| **CLEVELAND 15**..... | WJW | 850 | 5,000 | WJW Inc.<br>WJW Bldg.<br>Superior 0101 | Blue | William M. O'Neil<br>William M. O'Neil<br>Harold W. Waddell | Edward N. Palen<br>A. B. Stiller<br>Gerold G. Roberts | Headley-Reed<br>Lang-Worth<br>Standard<br>UP, INS |
| **CLEVELAND 14**..... | WTAM | 1100 | 50,000 | National Broadcasting Co. Inc.<br>815 Superior Ave., N.E.<br>Cherry 0942 | NBC | NBC-Vernon H. Pribble<br>Vernon H. Pribble<br>Howard Barton | Hal Metzger<br>Howard Barton<br>S. E. Leonard | NBC Spot<br>Thesaurus<br>Associated<br>Standard<br>AP, UP |
| **COLUMBUS 15**...... | WBNS | 1460 | 5,000–LS<br>1,000–N | WBNS Inc.<br>33 N. High St.<br>Adams 9265 | CBS | Robert H. Wolfe<br>Edgar T. Wolfe<br>W. I. Orr | Jack Price<br>Don Burrows<br>Lester H. Nafzger | Blair<br>Standard<br>Associated<br>AP |
| **COLUMBUS 15**...... | WCOL | 1230 | 250 | WCOL Inc.<br>33 N. High St.<br>Main 4581 | Blue | Kenneth B. Johnston<br>Neal A. Smith<br>Neal A. Smith | W. W. Beavers<br>Janice Hagerty<br>J. E. Lowe | Weed<br>Thesaurus<br>Associated<br>Lang-Worth<br>INS |
| **COLUMBUS 15**...... | WHKC | 640<br>L-KFI | 500 | United Broadcasting Co.<br>22 E. Gay St.<br>Adams 1101 | MBS | H. K. Carpenter<br>Sterling Graham<br>Carl M. Everson<br>Harry H. Hoessly | John B. Moses<br>Harry H. Hoessly<br>J. E. Anderson | Radio Adv.<br>Associated<br>Lang-Worth<br>UP |
| **COLUMBUS 10**...... | *WOSU | 820<br>L-LS, Dallas | 5,000 | Ohio State University<br>University Campus<br>University 3148 | .... | Howard L. Bevis<br>Robert C. Higgy<br>.............. | C. W. Pettegrew<br>..............<br>Charles H. Boehnker | ..............<br>UP |
| **DAYTON 1**.......... | WHIO | 1290 | 5,000 | Miami Valley Bcstg. Corp.<br>45 S. Ludlow St.<br>Adams 2261 | CBS | James M. Cox Jr.<br>Robert H. Moody<br>Lester G. Spencer | William H. Hamilton<br>Garland Baldwin<br>Ernest L. Adams | Hollingbery<br>Cummings<br>Standard<br>INS, UP, BUP<br>Reuters |
| **DAYTON 2**.......... | WING | 1410 | 5,000 | Great Trails Bcstg. Corp.<br>121 N. Main St.<br>Adams 3288 | Blue | Charles Sawyer<br>Ronald B. Woodyard<br>Ronald B. Woodyard | V. Linza Mason<br>Virginia North<br>Paul Braden | Weed<br>Thesaurus<br>AP |
| **FINDLAY**........... | WFIN | 1330 | 1,000–D | Findlay Radio Co.<br>500½ S. Main St.<br>Main 1330 | .... | Fred R. Hover<br>..............<br>.............. | ..............<br>..............<br>Edgar C. Smith | ..............<br>Standard<br>Lang-Worth<br>INS, TP |
| **LIMA**.............. | WLOK | 1240 | 250 | Fort Industry Co.<br>National Bank Bldg.<br>9-3161 | NBC | Lt. Comdr. George B. Storer<br>Ralph G. Elvin<br>C. B. Heller | Frank D. Heibeck<br>Ralph Elvin<br>Jack E. Bannon | Headley-Reed<br>Standard<br>Lang-Worth<br>AP |
| **MANSFIELD**........ | WMAN | 1400 | 250 | Richland Inc.<br>144½ Park Ave. W.<br>4235 | .... | Monroe F. Rubin<br>Orville E. Fields<br>Orville E. Fields | Richard Oram<br>Orville E. Fields<br>Perry Wilson | ..............<br>Standard<br>UP |
| **MARION**............ | WMRN | 1490 | 250 | Marion Broadcasting Co.<br>WMRN Bldg.<br>3226 | Blue | Robert T. Mason<br>Robert T. Mason<br>.............. | Louis T. Marsh<br>Walter Klozar<br>S. Robert Morrison | ..............<br>Thesaurus<br>UP |


CBS
Melody ... Eileen Farrell ... Dick Powell ... Major Bowes
WKBN ... Great Moments In Music ... Dr. Christian ... Adventures
Readers' Digest ... Dick Haymes ... Take It Or Leave It ... Kate Smith
Let's Pretend ... WKBN ... Report To The Nation ... Vox Pop ... Lux Radio Theatre
Canova ... We, The People ... Big Town ... Screen Guild Players ... We Love And Learn
Thin Man ... Dinah Shore ... Romance of Helen Trent ... Our Gal Sunday ... The Goldbergs ... Ed Sullivan
Burns and Gracie Allen ... Bright Horizon ... Correction, Please ... Sammy Kaye ... Drake
570 Kc. ... Joyce Jordan, M.D. ... Harry James ... 5000 Watts ... Danny O'Neil
Blue Jacket Choir ... Broadway Matinee ... Groucho Marx ... Death Valley Days ... Philip Morris Playhouse ... Garry Moore
Ned Calmer ... Saturday Night Serenade ... Crime Doctor ... WKBN ... Jimmy Durante ... The First Line
That Brewster Boy ... WKBN ... Blondie ... Gladys Swarthout ... New York Philharmonic ... Joseph C. Harsch ... Man Behind
Lyn Murray ... Edward Murrow ... Everett Holles ... Perry Mason
American Women ... Raymond Scott ... Isabel Manning Hewson ... Bachelor's Children ... Your Hit Parade
Mother And Dad ... Mrs. Miniver ... People's Platform ... The World Today
Open Door ... Elliot ... Frank Sinatra Show ... WKBN ... Eileen Farrell ... Dick Powell
Of Today ... American Melody Hour ... Radio Readers' Digest ... Dick Haymes ... Great Moments In Music ... Dr. Christian
MacGregor ... 570 Kc. ... Romance ... Let's Pretend ... WKBN ... Report To The Nation ... Vox Pop ... Take It Or Leave It
Andre Kostelanetz ... Judy Canova ... Inner Sanctum ... We, The People ... Big Town ... Screen Guild Players
Kate Smith ... Adventures Of The Thin Man ... 5000 Watts ... Phil Baker ... Helen Trent ... Our Gal Sunday
Radio Theatre ... George Burns and Gracie Allen ... WKBN ... Big Sister ... Correction, Please ... Sammy Kaye
Goldbergs ... We Love And Learn ... 570 Kc. ... Young Dr. Malone ... Joyce Jordan ... Danny O'Neil
Ed Sullivan ... Blue Jacket Choir ... Broadway Matinee ... Groucho Marx ... Philip Morris Playhouse
Alfred Drake ... Ned Calmer ... Saturday Night Serenade ... Crime Doctor ... That Brewster Boy ... WKBN
Jessica Dragonette ... Blondie ... Gladys Swarthout

The only Youngstown station that gives

**COMPLETE COVERAGE**

of this Half-Billion Dollar Retail Market.

**OHIO's 3RD MARKET**

One of the Nation's Great Steel Centres.

# WKBN

**YOUNGSTOWN, O.**

**5000 watts**
**570 kc**

*Represented by:*
*Paul H. Raymer Company*

**PRODUCES**

a great audience

**RESPONSE**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

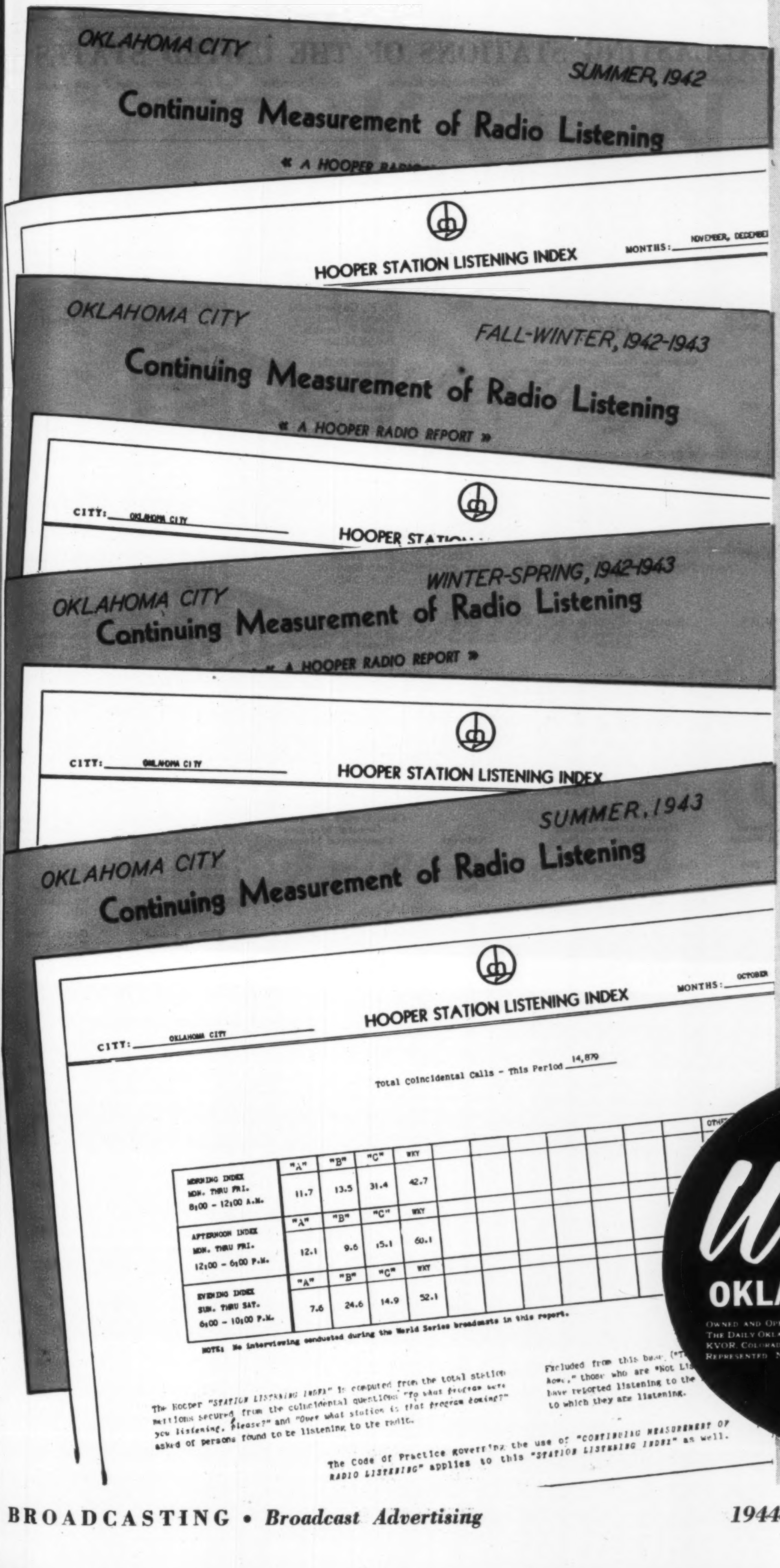
**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
*LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
*(Data corrected to January 1, 1944)*

## OHIO—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| **PORTSMOUTH** | WPAY | 1400 | 250 | Scioto Broadcasting Co.<br>1009 Gallia St.<br>1010 | MBS | Chester A. Thompson<br>Paul Wagner<br>Paul Wagner | Pat Hooley, acting<br>Paul Wagner<br>M. L. Myers | Cox & Tanz<br>Associated<br>Lang-Worth<br>UP |
| **SPRINGFIELD** | WIZE | 1340 | 250 | Radio Voice of Springfield Inc.<br>115 W. High St.<br>4955 | Blue | Charles Sawyer<br>Ronald B. Woodyard<br>Reggie Martin<br>Reggie Martin | William Erin<br>Ernestine Beebe<br>Arthur Martin | Weed<br>Thesaurus<br>Lang-Worth<br>UP |
| **STEUBENVILLE** | WSTV | 1340 | 250 | Valley Broadcasting Co.<br>Exchange Realty Bldg.<br>2-6265 | MBS<br>Tri-State | ..............<br>John J. Laux<br>John J. Laux | John L. Merdian<br>John J. Laux<br>Joseph M. Troesch | ..............<br>Standard<br>UP |
| **TOLEDO 4** | WSPD | 1370 | 5,000 | Fort Industry Co.<br>136 Huron St.<br>Adams 3175 | NBC | Lt. Comdr. George B. Storer<br>E. Y. Flanigan<br>.............. | Glenn Jackson<br>W. F. Shannon<br>William Stringfellow | Katz<br>Thesaurus<br>Lang-Worth<br>AP |
| **TOLEDO 2** | WTOL | 1230 | 250 | Community Broadcasting Co.<br>Bell Bldg.<br>Adams 3291 | Blue | Community Bcstg. Co.<br>Arch Shawd<br>Gard Wallace | Charles L. Halteman<br>Marie Huffman<br>John Sheehan | Radio Adv.<br>Associated<br>Standard<br>UP |
| **WARREN** | WRRN | 1400 | 250 | Perry H. Stevens & Frank T. Nied<br>Second National Nldg.<br>4490 | MBS | Perry H. Stevens<br>Frank T. Nied<br>J. Marion O'Hara<br>Emerson J. Pryor | David C. Hale<br>J. Marion O'Hara<br>Charles J. Hurton | Burn-Smith<br>Lang-Worth<br>UP |
| **YOUNGSTOWN 3** | WFMJ | 1450 | 250 | WFMJ Broadcasting Co.<br>101 W. Boardman St.<br>3-4121 | Blue | William F. Maag Jr.<br>William F. Maag Jr.<br>Len E. Nasman | Robert B. Mackall<br>Len E. Nasman<br>Frank A. Dieringer | Headley-Reed<br>Standard<br>Lang-Worth<br>MacGregor<br>Associated<br>AP, UP |
| **YOUNGSTOWN** | WKBN | 570 | 5,000 | WKBN Broadcasting Corp.<br>17 N. Champion St.<br>4-2122 | CBS | W. P. Williamson Jr.<br>J. L. Bowden<br>J. L. Bowden | Gene Trace<br>Gilbert Simon<br>B. T. Wilkens | Raymer<br>World<br>Lang-Worth<br>UP |
| **ZANESVILLE** | WHIZ | 1240 | 250 | Southeastern Ohio Broadcasters Inc.<br>Lind Arcade Bldg.<br>6000 | NBC | Lt. Comdr. George Storer<br>Allen L. Haid<br>Robert Kerns | Ivan Harnew<br>Bob Christopher<br>William Hunt | Blair<br>Standard<br>AP |

## OKLAHOMA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| **ADA** | KADA | 1230 | 250 | Dr. C. C. Morris<br>North Broadway<br>1212 | Blue<br>Oklahoma | Dr. C. C. Morris<br>Weldon Stamps<br>Leroy Moses | Grace Cowell<br>Leroy Moses<br>Harold Walker | Radio Adv.<br>UP |
| **ARDMORE** | KVSO | 1240 | 250–LS<br>100–N | Ardmoreite Pub. Co. Inc.<br>Hotel Ardmore<br>3030 | Blue<br>Oklahoma | John F. Easley<br>Albert Riesen<br>Hillis Bell | Dolly Dutton<br>H. Bell<br>C. M. Milner | Radio Adv.<br>UP |
| **BARTLESVILLE** | KWON | 1400 | 250 | Bartlesville Broadcasting Co.<br>Union National Bank Bldg.<br>1400 | MBS | J. Fred Case<br>J. Fred Case<br>John Collins | Jim Case<br>John Collins<br>E. Dallas Degraffenreid | ..............<br>Lang-Worth<br>AP |
| **ELK CITY** | KASA | 1240 | 100 | E. M. Woody<br>Casa Grande Hotel<br>730 | .... | E. M. Woody<br>F. E. Mayhew<br>F. E. Mayhew | Joe Fenter<br>F. E. Mayhew<br>G. W. Patterson | .............. |
| **ENID** | KCRC | 1390 | 1,000 | Enid Radiophone Co.<br>318 E. Willow St.<br>447 | Blue<br>Oklahoma | Milton B. Garber<br>Milton B. Garber<br>H. P. Hale | Marjorie Christopher<br>Marjorie Hromas<br>Paul E. Snell | ..............<br>Standard<br>AP |
| **LAWTON** | KSWO | 1150 | 250–D | Carver & Ross<br>Box 984<br>2370 | .... | Dr. Willard Carver<br>Byrne Ross<br>Byrne Ross | Winifred Ross<br>Hoke Ross<br>W. E. Billington | ..............<br>Thesaurus<br>UP |
| **MUSKOGEE** | KBIX | 1490 | 250 | Oklahoma Press Publishing Co.<br>Barnes Bldg.<br>303 | Blue<br>Oklahoma | Tams Bixby Jr.<br>Jimmie Barry<br>Jimmie Barry | Sally Miller<br>..............<br>D. W. Hoisington | Radio Adv.<br>AP |
| **NORMAN** | *WNAD | 640 | 1,000–D | University of Oklahoma<br>Norman<br>900, Extension 124 | .... | Univ. of Oklahoma<br>Virginia Hawk<br>.............. | ..............<br>..............<br>Clyde Farrar | ..............<br>UP |
| **OKLAHOMA CITY 3** | KOCY | 1340 | 250 | Plaza Court Broadcasting Co.<br>Plaza Court<br>3-4333 | MBS | John D. Thomas<br>Matthew H. Bonebrake<br>George L. Tarter | Paul W. Duncan<br>..............<br>Harold D. Durham | Burn-Smith<br>Associated<br>Standard<br>Thesaurus<br>AP |
| **OKLAHOMA CITY** | KOMA | 1520 | 5,000 | KOMA Inc.<br>Biltmore Hotel<br>2-3291 | CBS | J. T. Griffin<br>F. Kenyon Brown<br>C. A. Minor Jr. | Paul Buenning<br>David Wolfe<br>M. W. Thomas | Free & Peters<br>Associated<br>Thesaurus<br>UP |



OKLAHOMA CITY

SUMMER, 1942

Continuing Measurement of Radio Listening

« A HOOPER RADI

HOOPER STATION LISTENING INDEX

MONTHS: NOVEMBER, DECEMBE

OKLAHOMA CITY

FALL-WINTER, 1942-1943

Continuing Measurement of Radio Listening

« A HOOPER RADIO REPORT »

CITY: OKLAHOMA CITY

HOOPER STATI

WINTER-SPRING, 1942-1943

OKLAHOMA CITY

Continuing Measurement of Radio Listening

« A HOOPER RADIO REPORT »

CITY: OKLAHOMA CITY

HOOPER STATION LISTENING INDEX

SUMMER, 1943

OKLAHOMA CITY

Continuing Measurement of Radio Listening

HOOPER STATION LISTENING INDEX

MONTHS: OCTOBER

CITY: OKLAHOMA CITY

Total Coincidental Calls - This Period 14,879

| | | | | | OTHE |
|---|---|---|---|---|---|
| | "A" | "B" | "C" | WKY | |
| MORNING INDEX<br>MON. THRU FRI.<br>8:00 - 12:00 A.M. | 11.7 | 13.5 | 31.4 | 42.7 | |
| | "A" | "B" | "C" | WKY | |
| AFTERNOON INDEX<br>MON. THRU FRI.<br>12:00 - 6:00 P.M. | 12.1 | 9.6 | 15.1 | 60.1 | |
| | "A" | "B" | "C" | WKY | |
| EVENING INDEX<br>SUN. THRU SAT.<br>6:00 - 10:00 P.M. | 7.6 | 24.6 | 14.9 | 52.1 | |

NOTE: No interviewing conducted during the World Series broadcasts in this report.

The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coming?" asked of persons found to be listening to the radio.

Excluded from this base ("T
Home," those who are "Not Lis
have reported listening to the
to which they are listening.

The Code of Practice governing the use of "CONTINUING MEASUREMENT OF RADIO LISTENING" applies to this "STATION LISTENING INDEX" as well.

**WINTER
SPRING
SUMMER
FALL—**

**YEAR
AFTER
YEAR—**

**MONTH
AFTER
MONTH—**

**MORNING
AFTERNOON
EVENING—**

**MORE PEOPLE
IN OKLAHOMA CITY
ARE LISTENING
TO WKY
THAN TO
ANY OTHER
STATION.**

**WKY**

**OKLAHOMA CITY**

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN AND TIMES ★ THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS ★ KLZ, DENVER *(Affiliated Mgmt.)*
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC

## OKLAHOMA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **OKLAHOMA CITY** .. | KTOK | 1400 | 250 | Oklahoma Broadcasting Co. Inc.<br>Apco Tower<br>3-8352 | Blue<br>Oklahoma | Harold V. Hough<br>Robert D. Enoch<br>Frank J. Lynch | Russell V. Miller<br>Lucien D. Lindsey<br>Clifford Easum | Radio Adv.<br>Lang-Worth<br>World<br>AP |
| **OKLAHOMA CITY 1** | WKY | 930 | 5,000–LS<br>1,000–N<br>CP-5,000–U | WKY Radiophone Co.<br>Skirvin Tower Hotel<br>3-4306 | NBC | E. K. Gaylord<br>Edgar T. Bell<br>Gayle V. Grubb<br>Ralph Miller | John I. Prosser<br>..............<br>H. J. Lovell | Katz<br>Standard<br>AP |
| **OKMULGEE**........ | KHBG | 1240 | 250 | Okmulgee Broadcasting Corp.<br>McCulloch Bldg.<br>3646 | .... | Paschal Buford<br>Pat Buford<br>Lucille Buford | Nova Clarke<br>Lucille Buford<br>Chester Ludwick | ..............<br>UP |
| **PONCA CITY**....... | WBBZ | 1230 | 250 | Adelaide L. Carrell<br>615 West Grand<br>2949 | .... | Adelaide L. Carrell<br>Adelaide L. Carrell<br>Adelaide L. Carrell | L. C. McKenney<br>L. C. McKenney<br>Lewis E. Brown | .............. |
| **SHAWNEE**.......... | KGFF | 1450 | 250 | KGFF Broadcasting Co. Inc.<br>Aldridge Hotel<br>4390 | Blue<br>Oklahoma | Oscar S. Stauffer<br>Joseph W. Lee<br>Maxine Eddy | Jean Quillin<br>Mary Alyce Moore<br>Salvatore Ricciotti | Radio Adv.<br>AP |
| **TULSA 3**............ | KOME | 1340 | 250 | Oil Capital Sales Corp.<br>910 S. Boston St.<br>3-4121 | Blue<br>MBS<br>Oklahoma | Harry Schwartz<br>H. E. Grimes<br>Lee Abbott | George Lanham<br>Margie Lea Hawkins<br>Robert E. Dryden | McGillvra<br>Associated<br>Standard<br>AP |
| **TULSA 3**............ | KTUL | 1430 | 5,000 | Tulsa Broadcasting Co.<br>National Bank of Tulsa Bldg.<br>2-3191 | CBS | J. T. Griffin<br>John Esau<br>R. P. Akin | Eddy McKean<br>Billie Chandler<br>R. E. Snider | Free & Peters<br>Lang-Worth<br>Associated<br>World<br>UP |
| **TULSA**.............. | KVOO | 1170 | 50,000 | Southwestern Sales Corp.<br>Philtower Bldg.<br>2-2254 | NBC | W. G. Skelly<br>William B. Way<br>Gustav K. Brandborg | Allan Page<br>Manton L. Marrs<br>L. W. Stinson | Petry<br>Associated<br>Lang-Worth<br>Standard<br>INS |

## OREGON

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **ALBANY**............ | KWIL | 1240 | 250 | Central Willamette Bcstg. Co.<br>15th & Elm Sts.<br>870 | MBS<br>Don Lee<br>Pacific | W. L. Jackson<br>Chet Wheeler<br>Hal Byer | Betty Lou Wilbanks<br>Walt Neibohr<br>Herb Davidson | Griffith<br>Keating<br>Associated<br>Standard<br>UP |
| **ASTORIA**........... | KAST | 1230 | 250 | Astoria Broadcasting Co.<br>Box 445<br>95 | MBS<br>Don Lee<br>Pacific | Merle R. Chessman<br>L. E. Parsons<br>R. D. Holmes | Mary I. Juhlin<br>R. D. Holmes<br>James M. Titus | Cox & Tanz<br>Keating<br>Biddick<br>Standard<br>UP |
| **BAKER**............. | KBKR | 1490 | 250 | Baker Broadcasting Co.<br>First & Court Sts.<br>140 | .... | Glenn McCormick<br>Glenn McCormick<br>K. Lockwood | ..............<br>..............<br>Sidney Williams | Griffith<br>Keating<br>UP |
| **BEND**.............. | KBND | 1340 | 250 | The Bend Bulletin<br>736 Wall St.<br>848 | .... | The Bend Bulletin<br>Frank H. Loggan<br>Kessler Cannon | Kessler Cannon<br>Betty Brandon<br>Wallace Guthrie | Biddick<br>Keating<br>Lang-Worth<br>UP |
| **CORVALLIS**......... | *KOAC | 550 | 5,000–LS<br>1,000–N | Oregon State Agricultural College<br>Corvallis<br>526 | .... | State of Oregon<br>Allen Miller<br>.............. | Allen Miller<br>..............<br>Grant S. Feikert | ..............<br>Thesaurus<br>UP |
| **THE DALLES**....... | KODL | 1230 | 250–LS<br>100–N | Western Radio Corp.<br>Scenic Drive<br>2300 | .... | V. Barney Kenworthy<br>V. Barney Kenworthy<br>Glenn Howell | Fay Anderson<br>..............<br>Vernard Cimmyotti | Keating<br>Biddick<br>Griffith<br>MacGregor<br>UP |
| **EUGENE**............ | KORE | 1450 | 250 | Eugene Broadcast Station<br>Route 3<br>3 | MBS<br>Don Lee<br>Pacific | Frank L. Hill<br>Violet G. Hill<br>L. W. Trommlitz<br>L. W. Trommlitz | Marjorie Jackson<br>..............<br>Harold Gander | Keating<br>Associated<br>MacGregor<br>UP |
| **GRANTS PASS**...... | KUIN | 1340 | 250 | Southern Oregon Bcstg. Co.<br>Box 148<br>192 | MBS<br>Don Lee<br>Pacific | A. E. Voorhies<br>William B. Smullin<br>Ralph Hanson | Lawrence L. King<br>..............<br>Edward A. Malone | Keating<br>World |
| **KLAMATH FALLS**... | KFJI | 1240 | 100 | KFJI Broadcasters Inc.<br>215 Main St.<br>5155 | MBS<br>Don Lee<br>Pacific | George Kincaid<br>George Kincaid<br>George Kincaid | Jack Keating<br>..............<br>Lon Hunt | Biddick<br>Grant<br>Keating<br>World<br>Associated<br>Thesaurus<br>UP |
| **LA GRANDE**........ | KLBM | 1450 | 250 | Ben E. Stone<br>La Grande<br>220 | .... | Ben E. Stone<br>Walter H. Garvin<br>Walter H. Garvin | Walter H. Garvin<br>Walter H. Garvin<br>Murray Durham | Biddick<br>Keating<br>Standard<br>UP |
| **MARSHFIELD** ...... | KOOS | 1230 | 250 | KOOS Inc.<br>Hall Bldg.<br>432 | MBS<br>Don Lee<br>Pacific | Sheldon F. Sackett<br>Ben E. Stone<br>Hal K. Shade | Margaret Anderson<br>..............<br>P. P. Gray Jr. | Biddick<br>Keating<br>UP |

# KOIN

## CBS Affiliate In

## PORTLAND, OREGON

### 1st in *prestige*

This station not only **accepts** the responsibility of public service . . . it **seeks** community problems and devotes its facilities to assisting in their solution. . . . Currently running in this magazine is a series of full pages telling in detail of activities that contribute to its leadership. Special **wartime programs** . . . full coverage of public events . . . **educational** and **agricultural** service . . . continuous **public relations** work . . . keep KOIN on top in the public mind at all times.

### 1st in *audience*

KOIN augments its superb schedule of CBS programs with top-rank attractions of its own . . . created by the largest and best program staff in the Pacific Northwest. Its local 10 p.m. newscast, "Five Star Final", with Jim Wyatt, has by far the largest audience of any news broadcast (local or network) in the area. **Its No. 1 position in public preference is continually attested by survey figures.**

### 1st for *advertisers*

**Audience** plus **prestige** make any station attractive to time buyers. . . . To these KOIN adds **policies of operation** that exclude medical, dental, alcoholic beverage and other types of advertising not considered in the best interests of its listeners . . . and special **merchandising and publicity service** that includes a ten-year-old monthly publication for retailers.

### . . . *and what a market!*

The Portland market has always been reliable and productive with high per capita spending power backed by tremendous lumber and agricultural incomes. **Today** phenomenal population and spending conditions due to Kaiser's shipbuilding and other war industries make it a real **bonanza** for advertisers. For **tomorrow**—post-war planning is already active to keep it high on time-buyers' market lists.

# KOIN

## PORTLAND, OREGON

**FREE & PETERS, INC., National Representatives**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
*LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
*(Data corrected to January 1, 1944)*

## OREGON—(Continued)

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|---|---|---|---|---|---|---|---|---|
| MEDFORD | KMED | 1440 | 1,000 | Mrs. W. J. Virgin<br>Ross Lane<br>4000 | NBC | Mrs. W. J. Virgin<br>Lee Bishop<br>.............. | Gladys LaMarr<br>Art Adler<br>Dave Rees | Griffith<br>Keating<br>Thesaurus<br>UP |
| PENDLETON | KWRC | 1240 | 250 | Western Radio Corp.<br>Box 178<br>1425 | .... | V. B. Kenworthy<br>V. B. Kenworthy<br>Henry M. Hogue | Paul E. Walden<br>..............<br>Paul E. Walden | Keating<br>Lang-Worth<br>UP |
| PORTLAND 7 | KALE | 1330 | 5,000 | KALE Inc.<br>Box 1031<br>Atwater 7209 | MBS<br>Don Lee<br>Pacific | C. W. Myers<br>C. W. Myers<br>Ted Kooreman | H. M. Swartwood Jr.<br>Harry H. Buckendahl<br>Louis S. Bookwalter | Free & Peters<br>Associated<br>INS, UP |
| PORTLAND | *KBPS | 1450-SH | 100 | Benson Polytechnic School<br>546 N. E. 12th St. | .... | Benson Polytechnic School<br>..............<br>.............. | ..............<br>..............<br>.............. | .............. |
| PORTLAND 5 | KEX | 1190 | 5,000 | Oregonian Publishing Co.<br>Oregonian Bldg.<br>Atwater 2121 | Blue | Caroline P. Leadbetter<br>Arden X. Pangborn<br>Norman J. Sugg | Homer Welch<br>C. J. Eichenberger<br>Harold Singleton | Raymer<br>Thesaurus<br>Lang-Worth<br>AP, INS, UP |
| PORTLAND 5 | KGW | 620 | 5,000 | Oregonian Publishing Co.<br>Oregonian Bldg.<br>Atwater 2121 | NBC | Caroline P. Leadbetter<br>Arden X. Pangborn<br>Norman J. Sugg | Homer Welch<br>C. J. Eichenberger<br>Harold Singleton | Petry<br>Thesaurus<br>MacGregor<br>Lang-Worth<br>AP, INS, UP |
| PORTLAND 7 | KOIN | 970 | 5,000 | KOIN Inc.<br>Box 1031<br>Atwater 3333 | CBS | C. W. Myers<br>C. W. Myers<br>Harry H. Buckendahl | H. M. Swartwood Jr.<br>Harry H. Buckendahl<br>Louis S. Bookwalter | Free & Peters<br>Associated<br>World<br>INS, UP |
| PORTLAND 4 | KWJJ | 1080 | 1,000 | KWJJ Broadcast Co. Inc.<br>1011 S. W. 6th Ave.<br>Atwater 4393 | .... | Wilbur Jerman<br>John Egan<br>John Egan | Art Morey<br>Les Marcus<br>Wilbur Jerman | Burn-Smith<br>Griffith<br>Standard<br>UP, INS, TP |
| PORTLAND 7 | KXL | 750<br>L-WSB | 10,000 | KXL Broadcasters<br>Orpheum Bldg.<br>Broadway 6451 | .... | Frances R. Symons<br>H. S. Jacobson<br>H. S. Jacobson | Frederick J. Eichhorn 3d<br>..............<br>L. K. Ballinger | McGillvra<br>Lang-Worth<br>MacGregor<br>Standard<br>UP |
| ROSEBURG | KRNR | 1490 | 250 | News Review Co.<br>Umpqua Hotel Bldg.<br>4 | MBS<br>Don Lee<br>Pacific | Rep. Harris Ellsworth<br>Marshall H. Pengra<br>Marshall H. Pengra | Gilbert E. Walters<br>Iris Helliwell<br>Henry J. Chandler | Keating<br>Associated<br>Standard<br>AP |
| SALEM | KSLM | 1390 | 1,000 | Oregon Radio Inc.<br>633 N. Front St.<br>6131 | .... | H. B. Read<br>William Talbot Jr.<br>William Talbot Jr. | Otto Miller<br>William Talbot Jr.<br>Clyde Carlton | Keating<br>Associated<br>Lang-Worth<br>MacGregor<br>AP, UP |

## PENNSYLVANIA

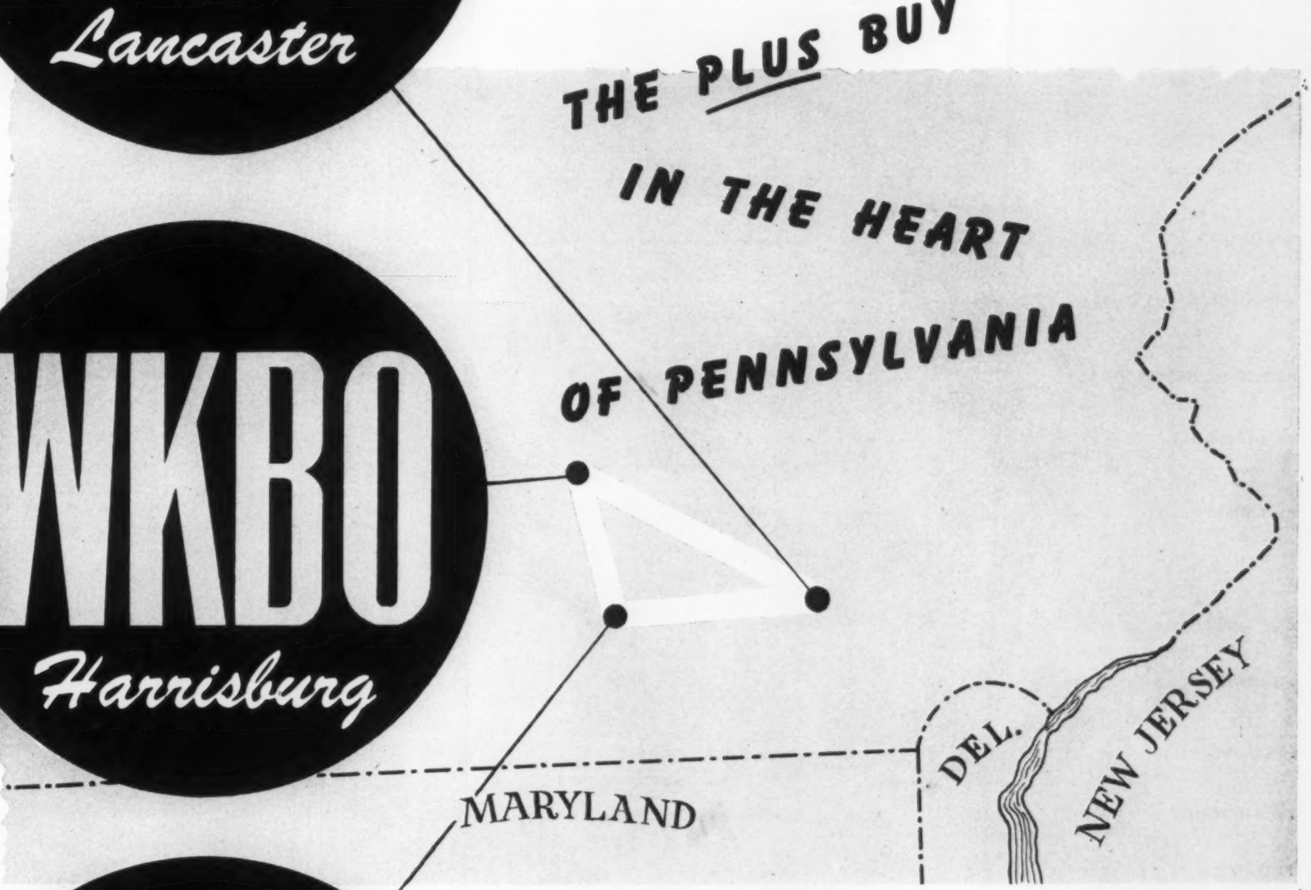
| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| ALLENTOWN | WCBA | 1470<br>ST-WSAN | 500 | Lehigh Valley Broadcasting Co.<br>39 N. Tenth St.<br>9511 | NBC | J. C. Shumberger Sr.<br>B. Bryan Musselman<br>.............. | George Y. Snyder<br>..............<br>Reuel H. Musselman | ..............<br>World<br>AP, UP |
| ALLENTOWN | WSAN | 1470<br>ST-WCBA | 500 | Lehigh Valley Broadcasting Co.<br>39 N. Tenth St.<br>9511 | NBC<br>Quaker | J. C. Shumberger Sr.<br>B. Bryan Musselman<br>.............. | George Y. Snyder<br>..............<br>Reuel H. Musselman | Headley-Reed<br>World<br>AP, UP |
| ALTOONA | WFBG | 1340 | 250 | Gable Broadcasting Co.<br>1320 11th Ave.<br>6467 | NBC<br>Quaker | Gable Broadcasting Co.<br>Roy F. Thompson<br>Roy F. Thompson | Dorothy M. Jones<br>..............<br>George R. Burgoon | Headley-Reed<br>World<br>Lang-Worth<br>AP |
| BUTLER | WISR | 680 | 250-D | Butler Broadcasting Co.<br>357 N. Main St.<br>4701 | .... | David H. Rosenblum<br>David H. Rosenblum<br>Leon Bernard | Miss Ephe Parker<br>Leon Bernard<br>Paul Rex | ..............<br>MacGregor<br>World<br>UP |
| DUBOIS | WCED | 1230 | 250 | Tri-County Broadcasting Co.<br>80 N. Park Pl.<br>1700 | CBS | Harold Gray<br>Jason S. Gray<br>Les Ryder | Les Ryder<br>Les Ryder<br>Vernon L. Stahl | Spot Sales<br>Lang-Worth<br>UP |
| EASTON | WEST | 1400 | 250 | Associated Broadcasters Inc.<br>516 Northampton St.<br>8001 | MBS | Clair R. McCollough<br>Elwood C. Anderson<br>Elwood C. Anderson | Eugene Bethman<br>John Smith<br>J. E. Mathiot | Radio Adv.<br>Thesaurus<br>MacGregor<br>UP |
| ERIE | WERC | 1490 | 250 | Presque Isle Broadcasting Co.<br>121 W. 10th St.<br>47-490 | CBS | Jacob A. Young<br>Charles E. Denny<br>Edward Pearson | J. J. Young<br>J. J. Young<br>Charles Jenks | Spot Sales<br>Associated<br>Lang-Worth<br>UP |
| ERIE | WLEU | 1450 | 250 | WLEU Broadcasting Corp.<br>Commerce Bldg.<br>23-327 | Blue<br>Quaker | Leo J. Omelian<br>V. Hamilton Weir<br>V. Hamilton Weir | Edward Shyrock<br>..............<br>Clarence Baker | ..............<br>Thesaurus<br>TP |
| GREENSBURG | WHJB | 620 | 250-D | Pittsburgh Radio Supply House<br>Penn Albert Hotel<br>3740 | .... | H. J. Brennen<br>George J. Podeyn<br>Robert Thompson | Howard Hoffman<br>..............<br>Walter McCoy | Spot Sales<br>Lang-Worth<br>TP, UP |
| GROVE CITY | *WSAJ | 1340-SH | 100 | Grove City College | .... | Grove City College<br>..............<br>.............. | ..............<br>..............<br>.............. | .............. |

**WGAL**
*Lancaster*

**WKBO**
*Harrisburg*

**WORK**
*York*

# TRI-PENN
# *MARKET*



These three stations effectively reach the very heart of Pennsylvania's rich, sales-producing market. Advertisers find them an outstanding buy, with their 835,000 Population, 213,000 Radio Families and more than $408,000,000 Retail Sales—all in their *Primary Area*—an area not covered by any other station.

For full information on rates and coverage, write direct to main office: 8 West King Street, Lancaster, Penna., or to

*Sales Representative:* PAUL H. RAYMER CO.

**NATIONAL BROADCASTING COMPANY**

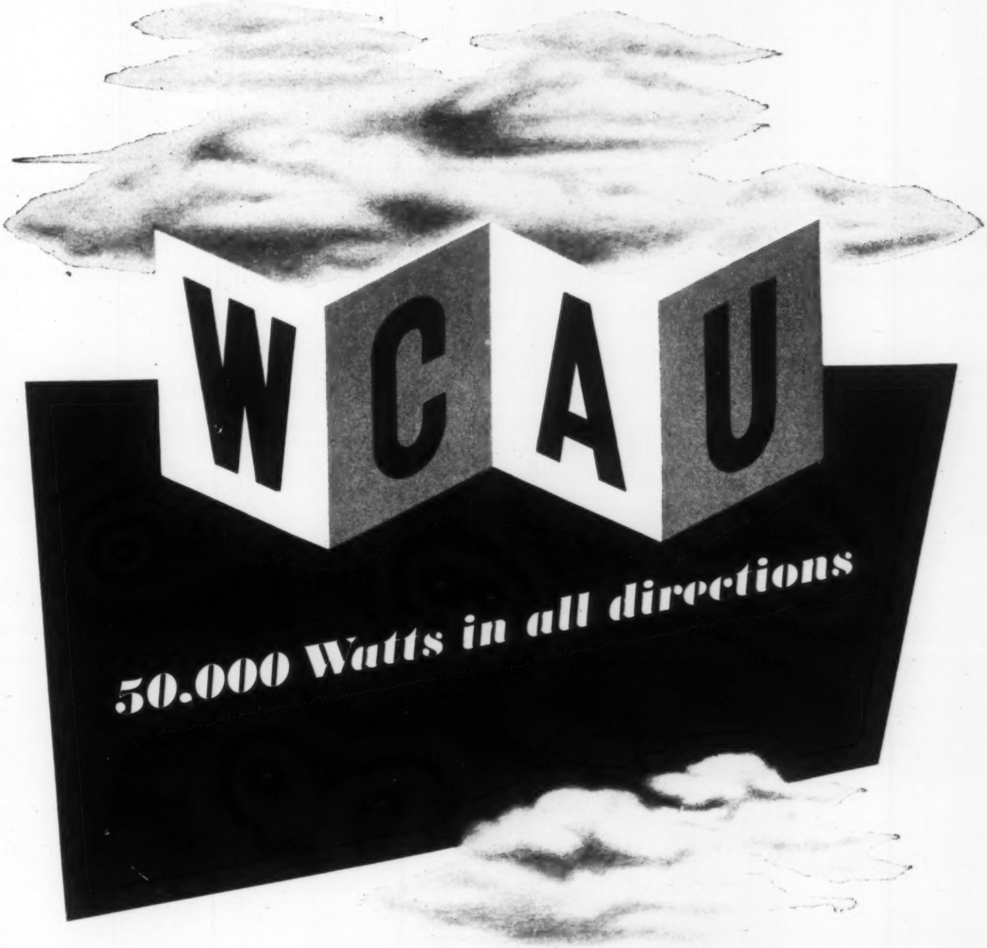
***Mutual Broadcasting System***

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station.* *D—Day.* *N—Night.* *ST—Shares Time.* *SH—Specified Hours.* *U—Unlimited.* *CP—Construction Permit Issued*
*LS—Local Sunset.* *L—Limited Time with Dominant Station.* *SA—Special Authorization.*
*(Data corrected to January 1, 1944)*

## PENNSYLVANIA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| HARRISBURG....... | WHP | 1460 | 5,000–LS<br>1,000–N | WHP Inc.<br>216 Locust St.<br>4-3211 | CBS | Brig. Gen. E. J. Stackpole Jr.<br>A. K. Redmond<br>A. K. Redmond | Dick Redmond<br>Beatrice Potteiger<br>Richard S. Duncan | Blair<br>Standard<br>UP |
| HARRISBURG....... | WKBO | 1230 | 250 | Keystone Broadcasting Corp.<br>31 N. Second St.<br>4-0191 | NBC<br>MBS | Clair R. McCollough<br>C. G. Moss<br>C. G. Moss | Lewis Munnell<br>K. O. Cassady<br>J. E. Mathiot | Raymer<br>World<br>UP |
| HAZLETON......... | WAZL | 1450 | 250 | Hazleton Broadcasting Service Inc.<br>Hazleton National Bank Bldg.<br>1488 | MBS | Clair R. McCollough<br>Victor C. Diehm<br>Victor C. Diehm | Thomas Tito<br>William Beck<br>J. E. Mathiot | Radio Adv.<br>Thesaurus<br>UP |
| JOHNSTOWN....... | WJAC | 1400 | 250 | WJAC Inc.<br>Tribune Annex<br>24-361 | NBC<br>Quaker | J. C. Tully<br>J. C. Tully<br>J. P. Foster | ..............<br>J. P. Foster<br>N. L. Straub | Headley-Reed<br>Thesaurus<br>Standard<br>Lang-Worth<br>UP |
| LANCASTER........ | WGAL | 1490 | 250 | WGAL Inc.<br>8 W. King St.<br>5252 | NBC<br>MBS | Clair R. McCollough<br>Walter O. Miller<br>Walter O. Miller | Ernest Stanziola<br>James R. Appel<br>J. E. Mathiot | Raymer<br>Thesaurus<br>UP |
| LEWISTOWN....... | WMRF | 1490 | 250 | Lewistown Broadcasting Co.<br>Hotel Coleman<br>757 | NBC | James S. Woods<br>Thomas W. Metzger<br>Thomas W. Metzger | Paul M. Breining<br>Rita McCoy<br>Bernard H. Bopp | Burn-Smith<br>UP |
| NEW CASTLE....... | WKST | 1280 | 1,000 | WKST Inc.<br>Cathedral Bldg.<br>5050 | .... | S. W. Townsend<br>Arthur W. Graham<br>Arthur W. Graham | Peggy Boughter<br>..............<br>Robert Emch | Spot Sales<br>Standard<br>Thesaurus<br>AP |
| NEW KENSINGTON | WKPA | 1150 | 250–D | Allegheny Kiski Broadcasting Co.<br>810 Fifth Ave.<br>3534 | .... | Allegheny Kiski Bcstg. Co.<br>Edward J. Kroen<br>Edward J. Kroen | Edward J. Kroen<br>..............<br>W. W. Neely | Cox & Tanz<br>MacGregor<br>UP |
| PHILADELPHIA..... | KYW | 1060 | 50,000 | Westinghouse Radio Stations Inc.<br>1619 Walnut St.<br>Locust 3760 | NBC | Westinghouse-W. C. Evans<br>Leslie Joy<br>John S. deRussy | James P. Begley<br>..............<br>Ernest Gager | NBC Spot<br>Standard<br>Associated<br>UP, Reuters |
| PHILADELPHIA 3... | WCAU | 1210 | 50,000 | WCAU Broadcasting Co.<br>1622 Chestnut St.<br>Locust 7700 | CBS | Leon Levy<br>Leon Levy<br>Alex Rosenman | Stan Lee Broza<br>Emma Mae Roberts<br>George Lewis | WCAU<br>Raymer<br>Bannan<br>Reiter<br>Associated<br>World<br>AP, TP |
| PHILADELPHIA 3... | WDAS | 1400 | 250 | WDAS Broadcasting Station Inc.<br>1211 Chestnut St.<br>Locust 7400 | .... | A. W. Dannenbaum Sr.<br>P. J. Stanton<br>Charles Stahl | P. J. Stanton<br>Charles Stahl<br>Frank Unterburger | Forjoe<br>Lang-Worth<br>INS |
| PHILADELPHIA 7... | WFIL | 560 | 1,000 | WFIL Broadcasting Co.<br>Widener Bldg.<br>Rittenhouse 6900 | Blue<br>Quaker | Lt. Col. S. R. Rosenbaum (leave)<br>Roger W. Clipp<br>John E. Surrick | Edward C. Obrist<br>Theodore I. Oberfelder<br>Louis E. Littlejohn | Katz<br>Associated<br>AP |
| PHILADELPHIA 6... | WHAT | 1340<br>ST-WTEL | 100 | Independence Broadcasting Co.<br>Ledger Bldg.<br>Lombard 2390 | .... | J. David Stern<br>Milton Laughlin<br>Milton Laughlin | Joseph A. Grady<br>..............<br>.............. | ..............<br>AP |
| PHILADELPHIA 2... | WIBG | 990 | 10,000 | Seaboard Radio Broadcasting Corp.<br>1425 Walnut St.<br>Rittenhouse 2300 | .... | Paul F. Harron<br>Edward D. Clery<br>Edward D. Clery | Douglas Arthur<br>Rupe Werling<br>John H. Henninger | Spot Sales<br>Thesaurus<br>AP |
| PHILADELPHIA 7... | WIP | 610 | 5,000 | Pennsylvania Broadcasting Co.<br>35 S. 9th St.<br>Walnut 6800 | MBS | Benedict Gimbel Jr.<br>Benedict Gimbel Jr.<br>Edward A. Davies | Edward Wallis<br>Samuel Serota<br>Clifford C. Harris | Burn-Smith<br>Associated<br>World<br>AP, UP |
| PHILADELPHIA 2... | WPEN | 950 | 5,000 | Wm. Penn Broadcasting Co.<br>1528 Walnut St.<br>Pennypacker 9490 | .... | Arde Bulova<br>Arthur Simon<br>Alfred Dienert | Lew London<br>Robert H. Bloomfield<br>Charles W. Burtis | Griffith<br>Foster<br>Associated<br>AP, TP |
| PHILADELPHIA..... | WTEL | 1340<br>ST-WHAT | 100 | Foulkrod Radio Engineering Co.<br>4310 N. Broad St.<br>Gladstone 1310 | .... | E. Douglass Hibbs<br>Henry N. Cocker<br>Henry N. Cocker | E. Douglass Hibbs<br>..............<br>.............. | Forjoe |
| PITTSBURGH 19.... | KDKA | 1020 | 50,000 | Westinghouse Radio Stations Inc.<br>Grant Bldg.<br>Grant 4200 | NBC | Westinghouse-Walter Evans<br>Joseph E. Baudino<br>Frank V. Webb | Robert E. White<br>John F. McMahon<br>T. C. Kenney | NBC Spot<br>Associated<br>Standard<br>AP, UP |
| PITTSBURGH....... | KQV | 1410 | 1,000 | KQV Broadcasting Co.<br>Chamber of Commerce Bldg.<br>Grant 4860 | Blue | H. J. Brennen<br>George S. Wasser<br>Robert M. Thompson Sr. | Alicia Fuller<br>George S. Wasser<br>Walter W. McCoy | Spot Sales<br>Lang-Worth<br>Standard<br>UP |
| PITTSBURGH 30.... | WCAE | 1250 | 5,000 | WCAE Inc.<br>Hotel William Penn<br>Atlantic 6900 | MBS | Leonard Kapner<br>Leonard Kapner<br>Willard Schroeder | R. Clifton Daniel<br>Marion Annenberg<br>James Schultz | Katz<br>Associated<br>Lang-Worth<br>Standard<br>MacGregor<br>World<br>AP, INS |
| PITTSBURGH....... | WJAS | 1320 | 5,000 | Pittsburgh Radio Supply House<br>411 Seventh Ave.<br>Grant 4860 | CBS | H. J. Brennen<br>H. J. Brennen<br>Robert M. Thompson Sr. | James M. Hughes<br>Robert M. Thompson Sr.<br>Walter W. McCoy | Rambeau<br>TP |
| PITTSBURGH 30.... | WWSW | 1490 | 250 | WWSW Inc.<br>Hotel Keystone<br>Grant 5200 | Quaker | Frank R. Smith Jr.<br>Frank R. Smith Jr.<br>Thomas B. Price | Walter E. Sickles<br>John Wilkoff<br>J. R. Harlow | Forjoe<br>Associated<br>Standard<br>AP, INS |


WCAU
50.000 Watts in all directions

**PHILADELPHIA'S PRE-EMINENT RADIO STATION**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
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## PENNSYLVANIA—(Continued)

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|---|---|---|---|---|---|---|---|---|
| **READING**........... | WEEU | 850 | 1,000-D | Berks Broadcasting Co.<br>533 Penn St.<br>7335 | NBC | Clifford M. Chafey<br>Clifford M. Chafey<br>Robert G. Magee | J. Calvin Jackson<br>..............<br>H. O. Landis | Hollingbery<br>Standard<br>Lang-Worth<br>UP |
| **READING**........... | WRAW | 1340 | 250 | Reading Broadcasting Co.<br>533 Penn St.<br>7335 | NBC<br>Quaker | Clifford M. Chafey<br>Raymond A. Gaul<br>Arthur W. Chafey | J. Calvin Jackson<br>..............<br>H. O. Landis | Rambeau<br>Thesaurus<br>Lang-Worth<br>UP |
| **SCRANTON 3**....... | WARM | 1400 | 250 | Union Broadcasting Co.<br>Select Bldg.<br>4-1148 | Blue<br>MBS | Martin F. Memolo<br>..............<br>.............. | Kenneth Beghold<br>Wm. M. Dawson Jr.<br>Adolph Oschmann | Hollingbery<br>Associated<br>Thesaurus<br>UP |
| **SCRANTON 9**....... | WGBI | 910<br>ST-WQAN | 1,000-LS<br>500-N | Scranton Broadcasters Inc.<br>1000 Wyoming Ave.<br>6296 | CBS<br>Quaker | Frank Megargee<br>Robert E. McDowell<br>George D. Coleman | Frank Monaghan<br>George D. Coleman<br>Kenneth R. Cooke | Blair<br>World<br>AP |
| **SCRANTON**......... | *WQAN | 910<br>ST-WGBI | 1,000-LS<br>500-N | The Scranton Times<br>Scranton | .... | ..............<br>..............<br>.............. | ..............<br>..............<br>.............. | .............. |
| **SHARON**........... | WPIC | 790 | 1,000-D | Sharon Herald Broadcasting Co.<br>Box 541<br>4113 | .... | John Fahnline Jr.<br>John Fahnline Jr.<br>J. T. VanSweringen | W. Paul Gamble<br>..............<br>A. C. Heck | Wilson<br>Associated<br>UP |
| **SUNBURY**.......... | WKOK | 1240 | 250 | Sunbury Broadcasting Corp.<br>1150 N. Front St.<br>1326 | Quaker | B. A. Beck<br>Melvin Lahr<br>Homer Smith | Ken Hafer<br>..............<br>John Keller | Cox & Tanz<br>Griffith<br>World<br>Lang-Worth<br>UP |
| **UNIONTOWN**....... | WMBS | 590 | 1,000 | Fayette Broadcasting Corp.<br>Fayette Title & Trust Bldg.<br>800 | CBS | Joseph C. Burwell<br>Joseph C. Burwell<br>Harry C. Burwell | J. Sullivan Sages<br>Jean Snyder<br>William Henzly | Radio Adv.<br>Thesaurus<br>UP |
| **WASHINGTON**...... | WJPA | 1450 | 250 | Washington Broadcasting Co.<br>George Washington Hotel<br>4870 | .... | John J. Laux<br>John M. Croft<br>John M. Croft | Hunter Reams<br>Charles R. DuVall<br>Joseph M. Troesch | ..............<br>Standard<br>UP |
| **WILKES-BARRE**..... | WBAX | 1240 | 100 | John H. Stenger Jr.<br>141 S. Main St.<br>3-0196 | MBS | John H. Stenger Jr.<br>John H. Stenger Jr.<br>W. T. Jones Evans | Richard E. Mawson<br>..............<br>John H. Stenger Jr. | Burn-Smith<br>Associated<br>UP |
| **WILKES-BARRE**..... | WBRE | 1340 | 250 | Louis G. Baltimore<br>62 S. Franklin St.<br>3-3101 | NBC<br>Blue<br>Quaker | Louis G. Baltimore<br>A. C. Baltimore<br>A. C. Baltimore | Earle Hamrick<br>..............<br>Charles Sakoski | ..............<br>Standard<br>AP |
| **WILLIAMSPORT 61**.. | WRAK | 1400 | 250 | WRAK Inc.<br>244 W. Fourth St.<br>2-6116 | NBC<br>Quaker | E. M. Case<br>George E. Joy<br>J. Wright Mackey | Sarah Jane Person<br>Irving A. Berndt Jr.<br>Louis N. Persio | McKinney<br>Standard<br>UP |
| **YORK**.............. | WORK | 1350 | 1,000 | York Broadcasting Co. Inc.<br>13 S. Beaver St.<br>6629 | NBC<br>MBS | Clair R. McCollough<br>Harold E. Miller<br>Harold E. Miller | Arthur Weeks<br>Karl Hammels<br>J. E. Mathiot | Raymer<br>Standard<br>UP |
| **YORK**.............. | WSBA | 900 | 1,000-D | Susquehanna Broadcasting Co.<br>R. D. No. 5<br>2676 | Blue | Louis J. Appell<br>Louis Vyner<br>Sydney Robbins | Otis Morse IV<br>..............<br>Willis Weaver | Spot Sales<br>World<br>Associated<br>AP |

## RHODE ISLAND

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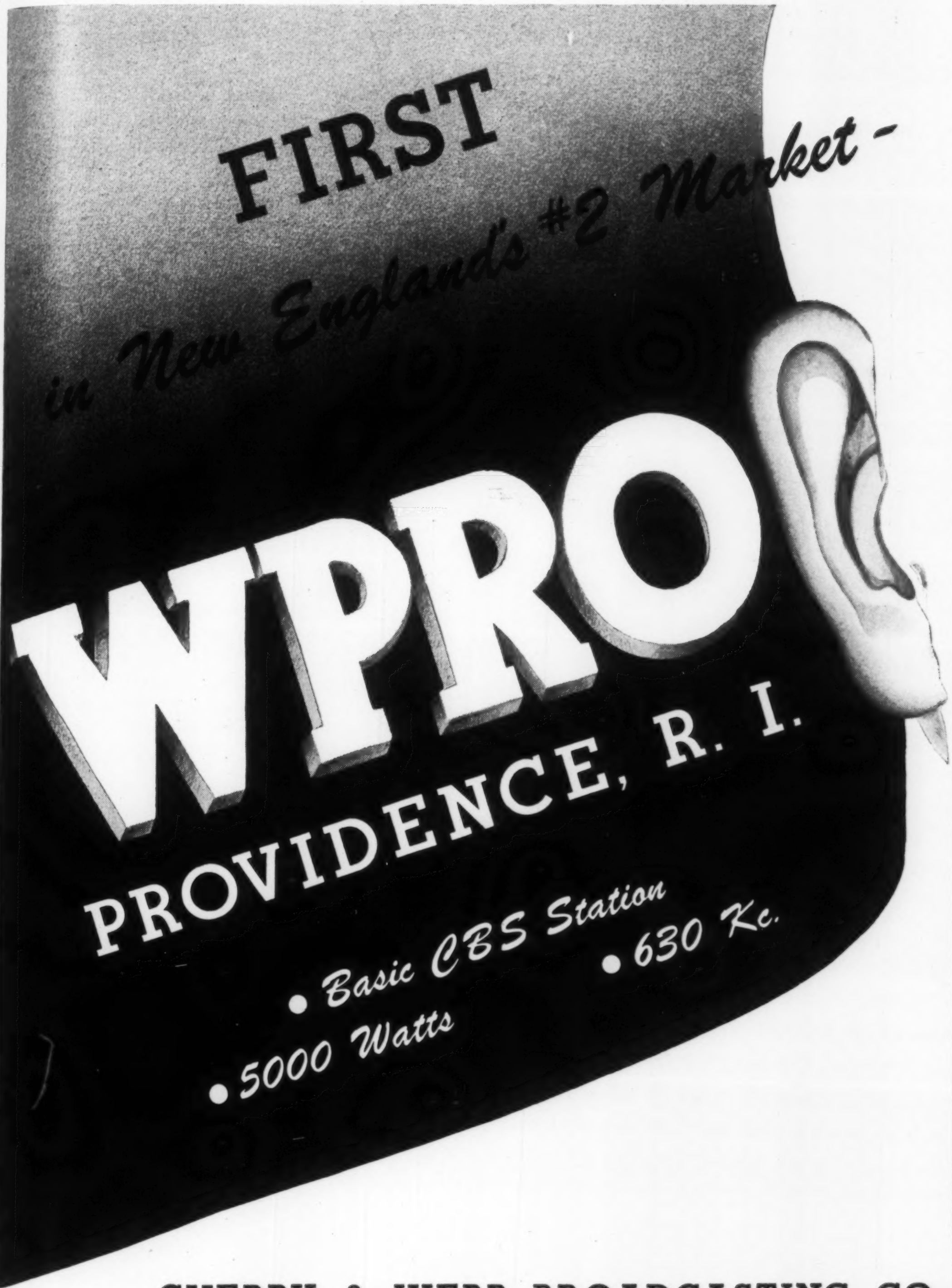
|---|---|---|---|---|---|---|---|---|
| **PAWTUCKET**....... | WFCI | 1420 | 1,000 | Pawtucket Bcstg. Co. Inc.<br>450 Main St.<br>Perry 9540 | Blue | Howard W. Thornley<br>Frank F. Crook<br>Theodore Allen | George Sutherland<br>Robert Engles<br>Gilbert Johnson | Rambeau<br>Kane<br>Standard<br>AP |
| **PROVIDENCE 2**..... | WEAN | 790 | 5,000 | Yankee Network Inc.<br>Crown Hotel<br>Dexter 1500 | MBS<br>Yankee | William F. O'Neil<br>John Shepard 3d<br>Joseph Lopez<br>Joseph Lopez | Rose Powers<br>James Powers (Boston)<br>Harold Tilley | Petry<br>Associated<br>Standard<br>AP |
| **PROVIDENCE**....... | WJAR | 920 | 5,000 | Outlet Co.<br>176 Weybosset St.<br>Gaspee 1071 | NBC<br>New England | Mortimer L. Burbank<br>John J. Boyle<br>John J. Boyle | John J. Boyle<br>..............<br>Thomas C. J. Prior | Weed<br>Bannan<br>Associated |
| **PROVIDENCE 2**..... | WPRO | 630 | 5,000 | Cherry & Webb Bcstg. Co.<br>15 Chestnut St.<br>Plantations 9776 | CBS | William S. Cherry Jr.<br>William T. Bush<br>William T. Bush | H. William Koster<br>..............<br>Howard W. Thornley | Raymer<br>Foster<br>Thesaurus<br>Lang-Worth<br>AP, UP |

# A Rhode Island Clambake Isn't Accidental

## An Expert Bakemaster Has The Knowhow



A Rhode Island bakemaster doesn't "broadcast" his secret . . . says it's been handed down from generation to generation . . . and anyone who has consumed the product of his art will say it's a secret *worth* guarding! Tiny, succulent clams, encased in shells so fragile you can crush them in one hand, are the heart of a real clambake. WPRO, right in the heart of southern New England (commercial!), has easy access to clambake areas . . . in fact, we're right next to them, here in Providence . . . visiting firemen welcome. To round out the feast, which usually starts with clam chowder, (we pause for "chowder" identification) there is ripe corn-on-the-cob, medium-sized potatoes, fresh-caught lobster, fish fillets, tiny bockwurst, garden vegetables such as cucumbers, onions, sliced tomatoes, along with fresh light and dark bread, and various beverages.

### And Another Thing

It has been said of a visiting celebrity who, upon viewing a single heaping serving of seafood, asked, "Are you really going to eat all those clams and lobster *alone?*" "Oh no", the native replied, "I'm going to have corn and potatoes with 'em." A Rhode Island clambake, better eaten than talked about, is typical of the way we live life in these parts. Some sections of these United States offer seashore, others wax eloquent over fresh and salt water fishing, and still others point out the proximity of large cities in which the arts, music, and an infinite range of entertainment is at hand . . . Rhode Island, the biggest small state in the Union, has them all! You *have* to be alert to hold the ear of this second largest New England market (plug!) the way WPRO does.

### You're Invited

Sometime when you're over this way, drop in. If you can't spare the time now, earmark a couple of those War Bonds for a post-war vacation you'll never forget . . . here in the fresh sea air, with a gentle ocean breeze ruffling your hair and stirring your appetite . . . and if your hair is just a memory, there are plenty of cool shade trees all around the 'bake. You know, as the one and only Will Rogers once said, "There's a lot of fellers who say 'have eaten', who aint et!" A Rhode Island clambake has audience-acceptance *too.*

**CHERRY & WEBB BROADCASTING CO.**

*National Representative*

**PAUL H. RAYMER COMPANY**

NEW YORK CHICAGO DETROIT SAN FRANCISCO

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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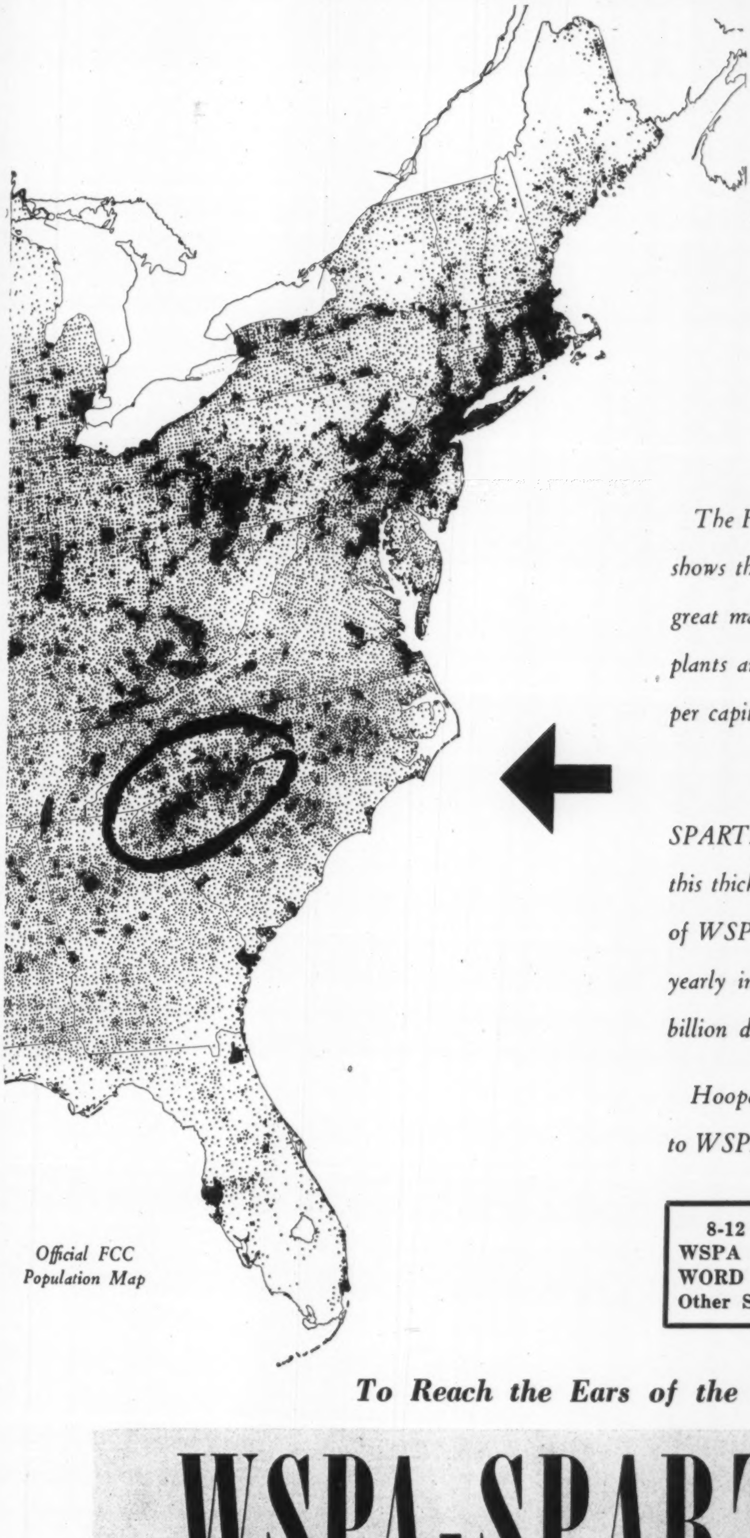
## SOUTH CAROLINA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **ANDERSON**......... | WAIM | 1230 | 250 | Wilton E. Hall<br>Anderson College<br>800 | CBS | Wilton E. Hall<br>..............<br>G. Paul Browne | Randy Davison<br>G. Paul Browne<br>Harold C. Spengler | ..............<br>World<br>Mac Gregor<br>INS |
| **CHARLESTON 8**.... | WCSC | 1390 | 1,000–LS<br>500–N | South Carolina Bcstg. Co. Inc.<br>Francis Marion Hotel<br>7611 | CBS | John M. Rivers<br>John M. Rivers<br>Roland Weeks | Russell Long<br>Ann Finnell<br>Wilbur R. Albee | Free & Peters<br>World<br>UP |
| **CHARLESTON**...... | WTMA | 1250 | 1,000 | Atlantic Coast Bcstg. Co.<br>133 Church St.<br>2-2961 | NBC | R. S. Manigault<br>Robert E. Bradham<br>W. P. Speight Jr. | A. Franz Witte Jr.<br>..............<br>Douglas M. Bradham | Hollingbery<br>Thesaurus<br>Standard<br>MacGregor<br>AP |
| **COLUMBIA (E)**..... | WCOS | 1400 | 250 | Carolina Broadcasting Corp.<br>1202 Main St.<br>2-5601 | Blue | H. F. Kincey<br>W. C. Bochman<br>W. C. Bochman | H. Moody McElveen Jr.<br>..............<br>Harry Clippard | Spot Sales<br>Associated<br>Standard<br>AP |
| **COLUMBIA**......... | WIS | 560 | 5,000 | Surety Life Insurance Co.<br>1811 Main St.<br>2-2135 | NBC | Herman N. Hipp<br>G. Richard Shafto<br>J. Dudley Saumenig | Ray A. Furr<br>J. Dudley Saumenig<br>Scott Helt | Free & Peters<br>Lang-Worth<br>UP |
| **FLORENCE**......... | WOLS | 1230 | 250 | Florence Broadcasting Co. Inc.<br>Sanborn Hotel<br>48 | Blue | M. F. Schnibbens<br>H. Russ Holt<br>.............. | Raymond Caddell<br>H. Russ Holt<br>Herman L. Hanks | Cox & Tanz<br>UP |
| **GREENVILLE**....... | WFBC | 1330 | 5,000 | Greenville News-Piedmont Co.<br>Poinsett Hotel<br>362 | NBC<br>Blue Ridge | Roger C. Peace<br>B. T. Whitmire<br>Robert Q. Glass Jr. | Alice Wyman<br>B. T. Whitmire<br>W. C. Etheredge | Weed<br>Cook<br>Thesaurus<br>TP, UP |
| **GREENVILLE**....... | WMRC | 1490 | 250 | Textile Broadcasting Co.<br>Prevost Bldg.<br>5730 | Blue<br>MBS | R. A. Jolley<br>W. Ennis Bray<br>C. B. Denison | Jimmy Simpson<br>C. B. Denison<br>George D. Tate | Burn-Smith<br>Associated<br>World<br>AP |
| **GREENWOOD**...... | WCRS | 1450 | 250 | Grenco Inc.<br>Willson St.<br>4300 | NBC | Douglas Featherstone<br>Dan Crosland<br>Ralph Norman | Newton S. Smyth<br>..............<br>Eugene C. Niemann | ..............<br>World<br>AP |
| **SPARTANBURG**..... | WORD | 1400 | 250 | Spartanburg Advertising Co.<br>Radio Center<br>2900 | Blue | A. B. Taylor<br>Walter J. Brown<br>J. W. Kirkpatrick<br>J. W. Kirkpatrick | Jack Hankins<br>James R. Cook<br>Murray Coleman | Hollingbery<br>Thesaurus<br>AP |
| **SPARTANBURG**..... | WSPA | 950 | 5,000–LS<br>1,000–N | Spartanburg Advertising Co.<br>Radio Center<br>2900 | CBS | A. B. Taylor<br>Walter J. Brown<br>J. W. Kirkpatrick<br>J. W. Kirkpatrick | Sterling Wright<br>Sterling Wright<br>Harold Beckholt | Hollingbery<br>Associated<br>UP |
| **SUMTER**........... | WFIG | 1340 | 250 | Radio Station WFIG Inc.<br>Radio Center Bldg.<br>1340 | Blue | Julius S. Brody<br>T. Doug Youngblood<br>Jake Brody<br>M. Watson | Bill Wallace<br>Dorothy Boney<br>Edwin Roman | Cox & Tanz<br>UP |

## SOUTH DAKOTA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **ABERDEEN**......... | KABR | 1420 | 5,000 | Aberdeen Broadcast Co.<br>117½ S. Main St.<br>4626 | MBS<br>No. Central | H. C. Jewett Jr.<br>A. A. Fahy<br>A. A. Fahy | Aileen Johnson<br>..............<br>Delbert T. Hunt | Walker<br>Associated<br>AP, INS |
| **PIERRE**............. | KGFX | 630–SH | 200–D | Estate of Dana McNeil<br>203 W. Summit Ave. | .... | Ida A. McNeil<br>Ida A. McNeil<br>Ida A. McNeil | Ida A. McNeil<br>Ida A. McNeil<br>Robert H. Dye | Cox & Tanz |
| **RAPID CITY**........ | KOBH | 1400 | 250 | Black Hills Broadcast Co.<br>Alex Johnson Hotel<br>2000 | .... | Carl A. Quarnberg<br>Robert J. Dean<br>Leo Peterson | George E. Bruntlett<br>..............<br>E. A. Griffiths | Walker<br>UP |
| **RAPID CITY**........ | *WCAT | 1230–SH | 100–D | South Dakota School of Mines<br>E. St. Joe St. | .... | ..............<br>..............<br>.............. | ..............<br>..............<br>.............. | .............. |
| **SIOUX FALLS**....... | KELO | 1230 | 250 | Sioux Falls Broadcast Assn. Inc.<br>317 S. Phillips Ave.<br>757 | NBC | Joseph & Morton Henkin<br>S. Fantle Jr.<br>Morton Henkin<br>George R. Hahn | Verl Thomson<br>S. Fantle Jr.<br>Max F. Staley | Wilson<br>AP |
| **SIOUX FALLS**....... | KSOO | 1140<br>L-WRVA | 5,000 | Sioux Falls Broadcast Assn. Inc.<br>317 S. Phillips Ave.<br>757 | NBC | Joseph & Morton Henkin<br>S. Fantle Jr.<br>Morton Henkin<br>George R. Hahn | Verl Thomson<br>S. Fantle Jr.<br>Max F. Staley | Wilson<br>Thesaurus<br>AP |
| **VERMILLION**....... | *KUSD | 920<br>ST-KFNF | 500 | University of South Dakota<br>Union Bldg.<br>601 | .... | Prof. Hale Aarnes<br>Bernice Stier<br>.............. | Bernice Stier<br>..............<br>George Nordquist | .............. |
| **WATERTOWN**...... | KWAT | 1240 | 250 | Midland National Life Ins. Co.<br>Midland Bldg.<br>777 | .... | Midland Nat. Life Ins. Co.<br>F. L. Bramble<br>Marshall Plowman | Marion Corwin<br>Marshall Plowman<br>Francis Alwin | ..............<br>UP |
| **YANKTON**.......... | WNAX | 570 | 5,000 | WNAX Broadcasting Co.<br>2nd & Capitol Sts.<br>443 | CBS | Gardner Cowles Jr.<br>Phil Hoffman<br>Phil Hoffman | Arthur J. Smith<br>Jack Paige<br>Clifton M. Todd | Katz<br>Associated<br>Standard<br>AP, UP |

# in advertising—— it's reaching people that pays



Official FCC Population Map

*Each dot on the official FCC population distribution map represents a thousand people. Observe the heavy concentration of population in the upper section of the Carolinas. That's the Piedmont Plateau where the industrial development of the Old South began and prospered.*

*Textile, tobacco, machinery, lumber, and various other types of manufacturing plants are scattered so thickly over this Piedmont section of the Carolinas that it is almost one continuous city.*

*The FCC population map reflects this concentration of population and shows that the Piedmont Plateau is as densely populated as many of the great markets of the East. It is an ideal combination of busy industrial plants and fertile farm lands, giving the people an all year 'round high per capita buying power.*

## PIEDMONT PLATEAU

*SPARTANBURG is the Hub City of the Piedmont and WSPA serves this thickly populated and prosperous section. With the good service area of WSPA there are over a million people (148,000 radio homes) whose yearly income in wages and from farm products totals over a quarter billion dollars.*

*Hooper's new listening index for Spartanburg shows how they listen to WSPA in the Piedmont:*

| 8-12 noon (M-F) | | 12-6 p.m. (M-F) | | 6-10 p.m. (Sun-Sat) | |
|---|---|---|---|---|---|
| WSPA | 54.8% | WSPA | 49.3% | WSPA | 67.9% |
| WORD | 36.8% | WORD | 38.5% | WORD | 26.9% |
| Other Stations | 8.4% | Other Stations | 12.2% | Other Stations | 5.2% |

***To Reach the Ears of the Piedmont, Use—***

# WSPA-SPARTANBURG

5000 WATTS DAY • 1000 WATTS NIGHT • 950 KILOCYCLES • CBS
SOUTH CAROLINA'S FIRST STATION • REPRESENTED BY HOLLINGBERY

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

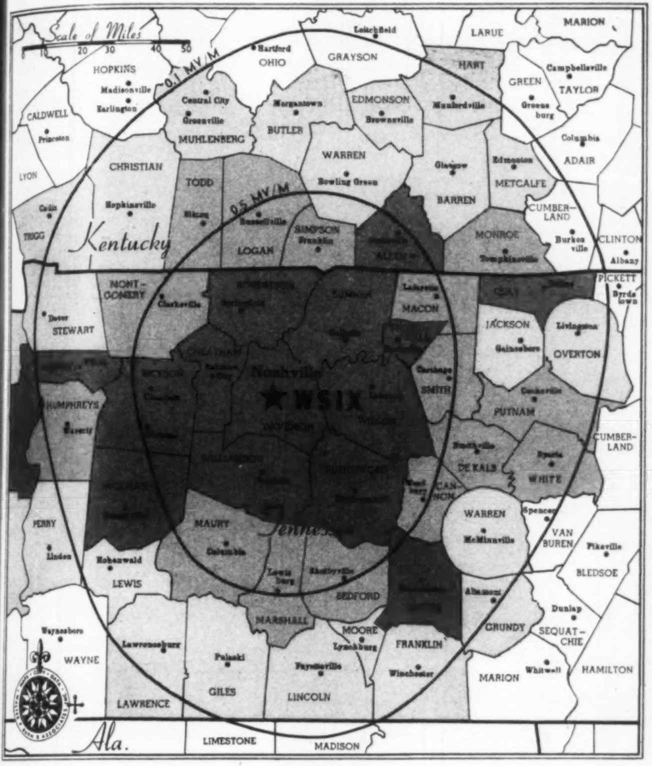
**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*

*(Data corrected to January 1, 1944)*

## TENNESSEE

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| BRISTOL | WOPI | 1490 | 250 | Radiophone Bcstg. Station WOPI Inc.<br>410 State St. | NBC<br>Daniel Boone<br>Blue Ridge | W. A. Wilson<br>W. A. Wilson<br>Roy L. Russell | Fey Rogers<br>..............<br>Robert H. Smith | Burn-Smith<br>Cummings<br>World<br>Associated<br>AP |
| CHATTANOOGA 2 | WAPO | 1150 | 5,000–LS<br>1,000–N | WAPO Broadcasting Service<br>Read House<br>6-6141 | NBC | Mrs. Joda H. Patterson<br>R. G. Patterson<br>R. G. Patterson | Helen H. Patterson<br>Helen H. Patterson<br>B. B. Barnes | Headley-Reed<br>Thesaurus<br>AP |
| CHATTANOOGA 2 | WDEF | 1400 | 250 | Joe Engel<br>Volunteer Bldg.<br>6-5664 | Blue<br>MBS | Joe W. Engel<br>Frank S. Lane<br>Ken Flenniken | Vann Campbell<br>..............<br>B. C. Baker | Burn-Smith<br>Associated<br>Standard<br>UP |
| CHATTANOOGA 2 | WDOD | 1310 | 5,000 | WDOD Broadcasting Corp.<br>Hamilton National Bank Bldg.<br>6-5117 | CBS | Norman A. Thomas<br>Earl W. Winger<br>Earl W. Winger<br>Carter M. Parham | Eugene B. Wilkey Jr.<br>Cliff W. Bowers<br>Julius C. Vessels | Raymer<br>World<br>UP |
| CLARKSVILLE | WJZM | 1400 | 250 | William Kleeman<br>Masonic Temple Bldg.<br>499 | MBS | William Kleeman<br>W. E. Williams<br>Carl Argabrite | C. F. Hammett<br>W. E. Williams<br>John Bailey | Cox & Tanz<br>Associated<br>Standard<br>World<br>AP |
| COOKEVILLE | WHUB | 1400 | 250 | WHUB Inc.<br>E. Spring St.<br>200 | .... | M. L. Medley<br>M. L. Medley<br>M. L. Medley | Grady Lemons<br>..............<br>Charles Burch | Cox & Tanz<br>UP |
| JACKSON | WTJS | 1390 | 1,000 | Sun Publishing Co.<br>102 W. Baltimore St.<br>1106 | Blue<br>MBS | C. E. Pigford<br>A. B. Robinson<br>A. B. Robinson | Ottis Roush<br>A. B. Robinson<br>B. C. Brummell | Branham<br>Standard<br>AP |
| JOHNSON CITY | WJHL | 910 | 1,000 | WJHL Inc.<br>412 S. Roan St. | Blue | W. Hanes Lancaster<br>Ken Marsh<br>Ken Marsh | Henry B. Frick<br>Ken Marsh<br>O. K. Garland | Wilson<br>Standard<br>UP |
| KINGSPORT | WKPT | 1400 | 250 | Kingsport Broadcasting Co. Inc.<br>222 Commerce St. | NBC<br>Daniel Boone<br>Blue Ridge | C. P. Edwards<br>Jess Swicegood<br>Jess Swicegood | Paul Overbay<br>..............<br>G. W. Upchurch | Burn-Smith<br>Cummings<br>Lang-Worth<br>Standard<br>UP |
| KNOXVILLE 08 | WBIR | 1240 | 250 | J. W. Birdwell<br>618 S. Gay St.<br>4-3321 | Blue<br>MBS | J. W. Birdwell<br>John P. Hart<br>John P. Hart | Ernest R. Keller Jr.<br>Jess Turner<br>John P Hart<br>J. Rex Horton | Burn-Smith<br>Associated<br>UP |
| KNOXVILLE 24 | WNOX | 990 | 10,000 | Scripps-Howard Radio Inc.<br>110 S. Gay St.<br>3-3171 | CBS | Jack R. Howard<br>R. B. Westergaard<br>Harry LeBrun | Lowell Blanchard<br>C. B. Davis<br>J. B. Epperson (leave) | Branham<br>Lang-Worth<br>Standard<br>UP |
| KNOXVILLE 02 | WROL | 620 | 1,000–LS<br>500–N | Stuart Broadcasting Co.<br>531 S. Gay St.<br>2-7111 | NBC | S. E. Adcock<br>S. E. Adcock<br>C. H. Frazier | John Reese<br>Fred Pfahler<br>Owen McReynolds | Blair<br>Cummings<br>MacGregor<br>Thesaurus<br>World<br>AP |
| MEMPHIS | WHBQ | 1400 | 250 | Broadcasting Station WHBQ Inc.<br>Hotel Gayoso<br>8-6868 | .... | ..............<br>E. A. Alburty<br>E. Pournelle | John Orr<br>Francis Foos<br>W. M. Roy | Rambeau<br>Lang-Worth<br>AP, UP |
| MEMPHIS 1 | WMC | 790 | 5,000 | Memphis Publishing Co.<br>Box 311<br>8-7464 | NBC<br>So. Central<br>Arkansas | John H. Sorrells<br>Henry W. Slavick<br>J. C. Eggleston | John H. Cleghorn<br>Walter E. Frase<br>E. C. Frase Jr. | Branham<br>Standard<br>Thesaurus<br>Lang-Worth<br>UP |
| MEMPHIS | WMPS | 1460 | 1,000–LS<br>500–N | Memphis Broadcasting Co.<br>62 N. Main St.<br>5-2721 | Blue<br>MBS | Jack R. Howard<br>Harold R. Krelstein<br>.............. | Harold R. Krelstein<br>Robert Neal Hobgood<br>Joseph G. Deaderick | Spot Sales<br>Associated<br>Standard<br>UP |
| MEMPHIS 3 | WREC | 600 | 5,000 | WREC Broadcasting Service<br>Hotel Peabody<br>5-1313 | CBS | Hoyt B. Wooten<br>Hoyt B. Wooten<br>Hollis R. Wooten | Roy Wooten<br>..............<br>S. D. Wooten Jr. | Katz<br>World<br>UP |
| NASHVILLE 3 | WLAC | 1510 | 50,000 | WLAC Broadcasting Service<br>Third National Bank Bldg.<br>6-0161 | CBS | J. T. Ward<br>F. C. Sowell Jr.<br>F. C. Sowell Jr. | Paul Oliphant<br>Charles L. Andrews<br>F. D. Binns | Raymer<br>Lang-Worth<br>World<br>UP |
| NASHVILLE 3 | WSIX | 980 | 5,000 | WSIX Inc.<br>Nashville Trust Bldg.<br>5-5431 | Blue<br>MBS | Jack M. Draughon<br>Jack M. Draughon<br>Eugene S. Tanner | Jack Wolever<br>Jack Wolever<br>Bascom E. Porter | Spot Sales<br>Associated<br>Lang-Worth<br>Standard<br>AP |
| NASHVILLE 3 | WSM | 650 | 50,000 | National Life & Accident Ins. Co.<br>301 Seventh Ave. N.<br>6-7181 | NBC | Edwin W. Craig<br>Harry Stone<br>Dean R. Upson | Jack Stapp<br>Lester Barnard<br>George Reynolds | Petry<br>Lang-Worth<br>Associated<br>AP, INS |

# *Here's the Nashville market as covered by WSIX*


Scale of Miles
0 10 20 30 40 50
0.1 MV/M
0.5 MV/M
Kentucky
Tennessee
Nashville
★ WSIX
Ala.
HOPKINS
CALDWELL
LYON
TRIGG
CHRISTIAN
TODD
LOGAN
SIMPSON
MUHLENBERG
BUTLER
OHIO
GRAYSON
EDMONSON
WARREN
BARREN
HART
LARUE
MARION
GREEN
TAYLOR
ADAIR
METCALFE
CUMBERLAND
MONROE
CLINTON
PICKETT
CLAY
MACON
JACKSON
OVERTON
SMITH
PUTNAM
DE KALB
WHITE
CUMBERLAND
CANNON
WARREN
VAN BUREN
BLEDSOE
GRUNDY
SEQUATCHIE
MARION
HAMILTON
FRANKLIN
MOORE
LINCOLN
GILES
LAWRENCE
WAYNE
LEWIS
PERRY
HUMPHREYS
STEWART
MONTGOMERY
MAURY
MARSHALL
BEDFORD
LIMESTONE
MADISON

**★ Nashville, backed by Tennessee Valley industrial expansion, is a market with a brilliant future.**

Coverage levels determined from 6,660 pieces of regular station mail received October 3, 1942—January 2, 1943. Using the home county, (Davidson, Tenn.) as base, a ratio of mail per thousand Radio Homes was established.

- ■ INTENSE—All Counties with a ratio of mail per thousand Radio Homes 50% or better of base county ratio.
- ▨ REGULAR—All Counties with a ratio of mail per thousand Radio Homes 25%-50% of base county ratio.
- ☐ SECONDARY—All Counties with a ratio of mail per thousand Radio Homes 10%-25% of base county ratio.

0.5 MV/M and 0.1 MV/M measured by Ring & Clark, Radio Engineers, July, 1942.

# *And here's the Market Data:*

| | MAIL SURVEY | | | | FIELD INTENSITY SURVEY | | |
|---|---|---|---|---|---|---|---|
| | Intense | Regular | Secondary | Total | 0.5 MV/M | 0.5 MV/M—0.1 MV/M | Total |
| Population | 517,522 | 286,459 | 445,981 | 1,249,962 | 610,984 | 668,093 | 1,279,077 |
| Families | 130,906 | 71,828 | 108,462 | 311,196 | 156,908 | 155,914 | 312,822 |
| Radio Homes | 89,913 | 39,993 | 57,615 | 187,521 | 106,771 | 80,580 | 187,351 |
| Total Retail Stores | 5,640 | 2,855 | 4,288 | 12,783 | 6,761 | 5,977 | 12,738 |
| Sales $ | 122,814 | 38,889 | 56,694 | 218,397 | 144,078 | 72,040 | 216,118 |
| Food Stores | 1,951 | 967 | 1,432 | 4,350 | 2,299 | 1,979 | 4,278 |
| Sales $ | 28,810 | 9,233 | 11,857 | 49,900 | 33,282 | 15,627 | 48,909 |
| General Stores | 277 | 408 | 701 | 1,386 | 407 | 1,079 | 1,486 |
| Sales $ | 2,920 | 3,816 | 7,538 | 14,274 | 4,096 | 10,596 | 14,692 |
| General Merchandise Stores | 203 | 156 | 179 | 538 | 270 | 264 | 534 |
| Sales $ | 14,297 | 4,716 | 6,559 | 25,572 | 17,400 | 6,202 | 23,602 |
| Apparel Stores | 260 | 65 | 122 | 447 | 307 | 140 | 447 |
| Sales $ | 10,648 | 1,342 | 2,327 | 14,317 | 11,382 | 2,642 | 14,024 |
| Furniture-Household | 155 | 103 | 97 | 355 | 212 | 146 | 358 |
| Sales $ | 6,145 | 1,484 | 669 | 8,298 | 7,190 | 1,822 | 9,012 |
| Automotive Outlets | 145 | 86 | 123 | 354 | 190 | 165 | 355 |
| Sales $ | 17,588 | 5,054 | 8,696 | 31,338 | 20,562 | 10,068 | 30,630 |
| Filling Stations | 726 | 365 | 606 | 1,697 | 827 | 833 | 1,660 |
| Sales $ | 9,596 | 3,753 | 5,299 | 18,648 | 11,542 | 6,987 | 18,529 |
| Lumber-Bldg.-Hardware | 148 | 97 | 160 | 405 | 247 | 215 | 462 |
| Sales $ | 7,151 | 2,984 | 5,367 | 15,502 | 9,703 | 6,224 | 15,927 |
| Eating and Drinking Places | 968 | 324 | 432 | 1,724 | 1,159 | 586 | 1,745 |
| Sales $ | 7,025 | 1,501 | 2,210 | 10,736 | 8,356 | 2,881 | 11,237 |
| Drug Stores | 308 | 72 | 117 | 497 | 238 | 144 | 382 |
| Sales $ | 5,375 | 1,504 | 2,216 | 9,095 | 6,294 | 2,706 | 9,000 |
| Other Stores | 499 | 212 | 319 | 1,030 | 605 | 426 | 1,031 |
| Sales $ | 13,259 | 3,502 | 3,956 | 20,717 | 14,271 | 6,285 | 20,556 |

All money values are in thousands of dollars. Radio Homes projected by NAB Research Dept. from U. S. Census, 1940.
All other data from Sixteenth Dicennial Census of U. S., 1940.

**WSIX** **5,000 W. 980 KC.**
**NASHVILLE, TENN.**

**Blue**
**Mutual**
**SPOT SALES, INC.**
**National Representatives**

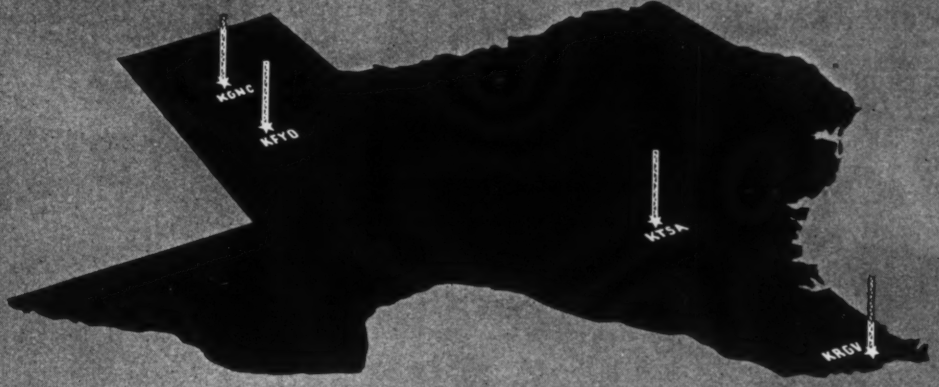
# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
*LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
*(Data corrected to January 1, 1944)*

## TEXAS

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| **ABILENE** | KRBC | 1450 | 250 | Reporter Broadcasting Co.<br>Hilton Hotel<br>6255 | MBS<br>Texas State | M. B. Hanks<br>Howard Barrett<br>A. C. Etter | ..............<br>..............<br>J. B Casey | Pearson<br>Associated<br>AP |
| **AMARILLO** | KFDA | 1230 | 250 | Amarillo Broadcasting Corp.<br>109 E Fifth St.<br>5343 | Blue<br>MBS<br>Texas State | Gilmore N. Nunn<br>H. P. Roberson<br>H. P. Roberson | Bonnie Bennett<br>..............<br>Howard Blaker | ..............<br>Associated<br>Standard<br>INS |
| **AMARILLO** | KGNC | 1440 | 5,000–LS<br>1,000–N | Plains Radio Broadcasting Co.<br>Radio Building<br>4242 | NBC<br>Lone Star | O L. Taylor<br>John Ballard<br>John Ballard | Raymond Hollingsworth<br>Raymond Hollingsworth<br>William H. Torrey | Wilson<br>Thesaurus<br>UP |
| **AUSTIN 16** | KNOW | 1490 | 250 | Frontier Broadcasting Co. Inc.<br>Norwood Bldg.<br>2-6213 | Blue<br>MBS<br>Texas State | H. M. Fentress<br>Hardy C. Harvey<br>Hardy C. Harvey | Pat Adelman<br>Scotty Garrison<br>James E. Lewis | ..............<br>Associated<br>UP |
| **AUSTIN 4** | KTBC | 590 | 1,000–LS<br>250–N | State Capital Bcstg. Assn. Inc.<br>Box 717<br>2-2424 | CBS | Mrs. Claudia T. Johnson<br>Harfield Weedin<br>R. J. Crissey | John Hicks<br>..............<br>M. W. Jeffus | Branham<br>Standard<br>AP |
| **BEAUMONT** | KFDM | 560 | 1,000 | Beaumont Broadcasting Corp.<br>Edson Hotel<br>3883 | Blue | C. W. Snider<br>C. B Locke<br>C. B. Locke | Jack Whitney<br>H. Caldwell<br>L. M. Sanders | Wilson<br>Thesaurus<br>AP |
| **BEAUMONT** | KRIC | 1450 | 250 | KRIC Inc.<br>130 Wall St.<br>4200 | .... | Mrs J L. Mapes<br>Jack Neil<br>G. L. Kirk | Lorraine Kelley<br>..............<br>Ben Hughes | Branham<br>World<br>AP |
| **BIG SPRING** | KBST | 1490 | 100 | Big Spring Herald Bcstg. Co. Inc.<br>Box 87<br>1500 | MBS<br>Texas State | R. W. Whipkey<br>David Crockett<br>Charles T. White | James H. Stiff Jr.<br>Charles T. White<br>Andrew M. Jones | Pearson<br>Associated<br>AP |
| **BRADY** | KNEL | 1490 | 250–LS<br>100–N | G. L. Burns<br>106 N. Blackburn St.<br>77 | .... | G. L. Burns<br>G. L. Burns<br>G. L. Burns | Katherine Glover<br>Katherine Glover<br>F. W. Tipton | Cox & Tanz |
| **BROWNSVILLE** | KEEW | 1490 | 250–LS<br>100–N | Eagle Broadcasting Co. Inc.<br>San Benito Highway | .... | ..............<br>..............<br>.............. | ..............<br>..............<br>.............. | Cox & Tanz<br>INS |
| **BROWNWOOD** | KBWD | 1380 | 1,000–LS<br>500–N | Brown County Bcstg. Co.<br>800 Hawkins St.<br>2401 | MBS<br>Texas State | Wendell Mayes<br>Wendell Mayes<br>A. D. Whisenant | Pat Laurence<br>..............<br>A. W. Stewart | ..............<br>Thesaurus<br>AP |
| **COLLEGE STATION** | *WTAW | 1150 | 1,000–D | A. & M. College of Texas<br>College Station<br>4-6724 | Blue | A. & M. College of Texas<br>Ted P. Hills<br>Ted P. Hills | Evelyn Branigan<br>Barbara Peters<br>H. C. Dillingham | ..............<br>World<br>AP |
| **CORPUS CHRISTI** | KEYS | 1490 | 250 | Nueces Broadcasting Co. Inc.<br>Centre Theatre Bldg.<br>2-7411 | CBS | Partnership<br>Bill Hughes<br>Bill Hughes | Jack Sharpe<br>Jack Sharpe<br>Earle C. Dunn | Forjoe<br>World<br>UP |
| **CORPUS CHRISTI** | KRIS | 1360 | 1,000 | Gulf Coast Broadcasting Co.<br>Robert Driscoll Hotel | NBC<br>MBS<br>Lone Star | ..............<br>T. Frank Smith<br>.............. | ..............<br>..............<br>Robert S. Bush | Branham<br>Associated<br>Standard<br>AP |
| **CORPUS CHRISTI** | KWBU | 1010 | 50,000–D | Century Broadcasting Co.<br>912 Commerce St., Dallas 2<br>Dallas, Riverside 6381 | .... | Carr P. Collins<br>..............<br>.............. | ..............<br>..............<br>.............. | Pearson<br>Hogan<br>AP |
| **CORSICANA** | KAND | 1340 | 250 | Navarro Broadcasting Assn.<br>Box 959<br>141 | MBS | J. C West<br>Aubrey H. Escoe<br>.............. | Charlie Payne<br>..............<br>Eugene Hellums | Holman<br>UP |
| **DALLAS** | KGKO | 570 | 5,000 | **(See Fort Worth Tex )** | | | | |
| **DALLAS 1** | KRLD | 1080 | 50,000 | KRLD Radio Corp.<br>Hotel Adolphus<br>Central 6811 | CBS | John W Runyon<br>Clyde W. Rembert<br>William A. Roberts | Ruth Clem<br>James W. Crocker<br>Roy M. Flynn | Branham<br>Standard<br>AP |
| **DALLAS 4** | KSKY | 660 | 1,000–D | Chilton Radio Corp.<br>Hotel Stoneleigh<br>Central 6193 | .... | A. L. Chilton<br>A L. Chilton<br>R. G. Terrill | T. E. Perrin<br>R G. Terrill<br>Morris M. Ming | ..............<br>Associated<br>AP |
| **DALLAS** | WFAA | 820<br>ST-WBAP | 50,000 | A. H. Belo Corp.<br>1122 Jackson St.<br>Riverside 9631 | NBC<br>Texas Quality | E. M. Dealey<br>{Martin B. Campbell<br>{Alex Keese<br>.............. | Ralph W. Nimmons<br>..............<br>Raymond Collins | Petry<br>Thesaurus<br>Lang-Worth<br>UP |
| **DALLAS 1** | WRR | 1310 | 5,000 | City of Dallas<br>Municipal Radio Bldg.<br>Tenison 3-6101 | MBS<br>Texas State | City of Dallas<br>Charles B. Jordan<br>Charles B. Jordan | Pete Teddlie<br>Pete Teddlie<br>Durward J. Tucker | Weed<br>Associated<br>AP |
| **DENISON** | KRRV | 910 | 1,000 | **(See Sherman Tex )** | | | | |
| **DENTON** | KDNT | 1450 | 100 | Harwell V. Shepard<br>Kimbrough Bldg.<br>276 | .... | Harwell V. Shepard<br>Harwell V. Shepard<br>Harwell V. Shepard | Jo Elizabeth Price<br>Harwell V. Shepard<br>Harwell V. Shepard | ..............<br>UP |
| **EL PASO** | KROD | 600 | 1,000–LS<br>500–N | Dorrance D. Roderick<br>2201 Wyoming St.<br>Main 2020 | CBS | Dorrance D. Roderick<br>Val Lawrence<br>Cecil L. Trigg | Paul Stevenson<br>Paul Stevenson<br>Edward P. Talbott | Wilson<br>Associated<br>INS |
| **EL PASO** | KTSM | 1380 | 1,000–LS<br>500–N | Tri-State Broadcasting Co. Inc.<br>Hotel Paso Del Norte<br>Main 3122 | NBC | Mrs. L. E. Bredberg<br>Karl O. Wyler<br>Willard L. Kline | Virgil C. Hicks<br>Nellie Parsons<br>E. L. Gemoets | Hollingbery<br>MacGregor<br>Thesaurus<br>UP |

# the Taylor-Howe-Snowden Group


KGNC
KFYO
KTSA
KRGV

**PRIMARY COVERAGE OF FOUR MAJOR TEXAS MARKETS**

# KGNC

## AMARILLO

## THE CITY THAT LEADS TEXAS

### IN PERCENT OF RADIO HOMES

Of the 14,479 homes in Amarillo in 1940, 91.9% had radios—which exceeded the next nearest Texas city by 4.8%—and was exactly double the lowest! Now there are many more homes. Within less than one year—May, 1942 to March, 1943—Amarillo added 24.5% to its civilian population, highest percentage of increase in the nation for metropolitan markets in that period.

And in Northwest Texas, where only KGNC, AMARILLO, provides primary coverage, there were 57,486 radio homes in 1940 . . . 81.34% of the total occupied dwellings, which is 14.4% higher than the Texas average. Here is an exceedingly war-active market of high-income Americans, 98% native-born whites, who can and will hear your program—and have the money and inclination to buy!

**N. B. C. NETWORK**

# KFYO

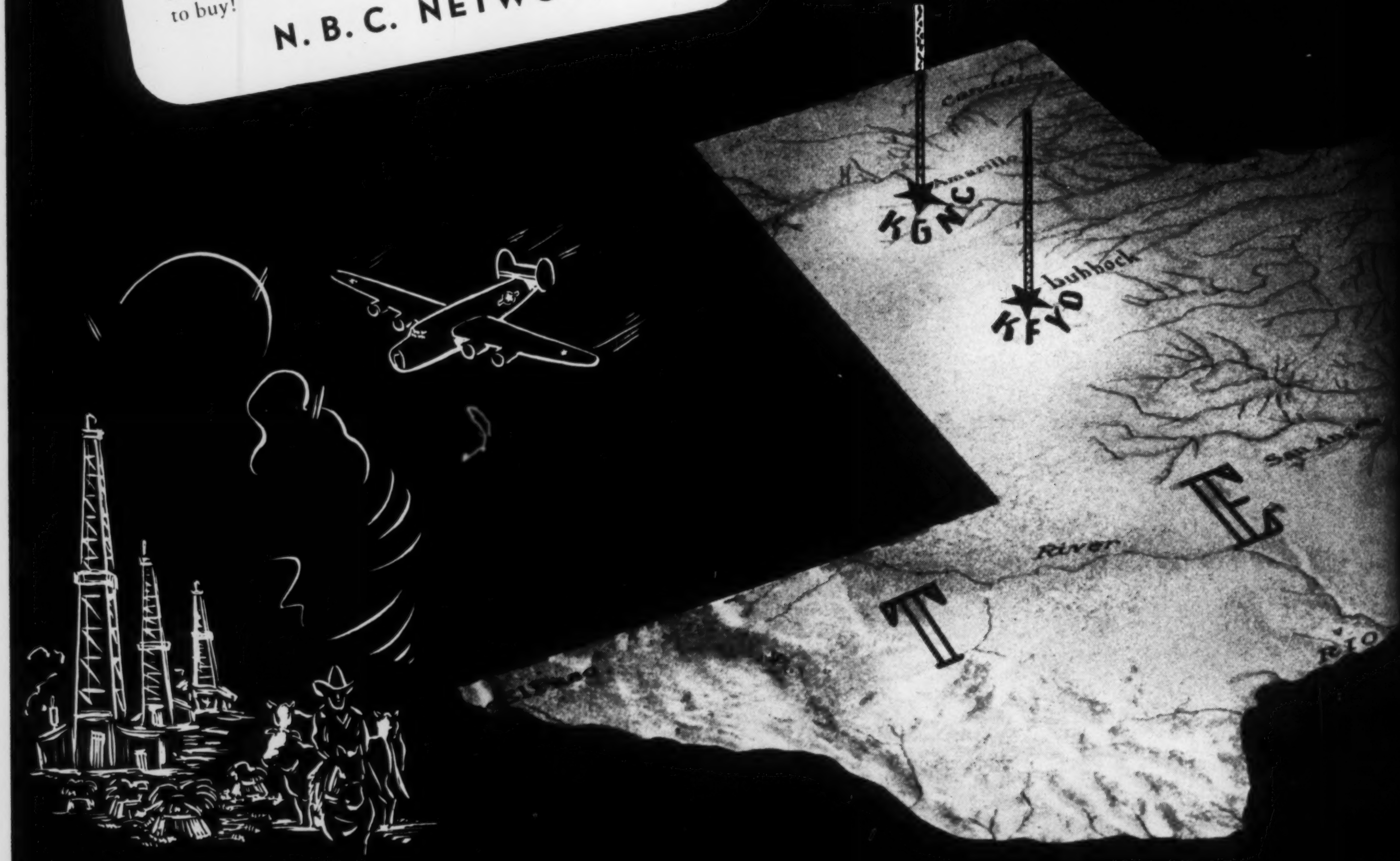
## LUBBOCK

## THE STATION WITH THE HIGH FENCE AROUND IT!

A geographical accident gives KFYO a near-exclusive coverage of primary market listeners! Because KFYO is more than 100 miles from any other station; and, for several reasons, no one of them gets into KFYO land appreciably. Of 49,885 dwelling units in KFYO's primary market in 1940, 74.54% had radio units. Now there are a lot more. For in KFYO's primary area the initial registration for Ration Book 4 totaled 214,862——an increase over the 1940 census of 21%!

Cotton and other crop yields in 1943 were exceptional; oil production is being stepped up by leaps and bounds; and vast aviation training fields are releasing enormous sums. In a word, here is a very prosperous, fast-growing, radio-listening market you can blanket with its one station—KFYO!

**TEXAS STATE NETWORK**



**the TAYLOR-HOWE-SNOWDEN GROU**

# KTSA

## SAN ANTONIO

## "ASK THE FOLKS AT HOME!"

Local advertisers always know which one of their radio stations produces the best results. Day-by-day sales provide the proof quickly, accurately, and beyond question! Confirmation as to program acceptance and popularity comes from friends and the merchants' own families.

That's the reason we're so proud KTSA receives MORE LOCAL ADVERTISING DOLLARS than any other San Antonio radio station. We know "home folks" know!

Let us send to you the full facts about the results KTSA secures constantly for advertisers . . . about its rich Metropolitan San Antonio market with a $29,000,000 monthly payroll . . . an increase of over 300% . . . and about the booming South Texas market . . . what's happening in these seventy rich counties KTSA regularly serves. There's real enlightenment awaiting your request!

**COLUMBIA NETWORK**

# KRGV

## WESLACO

## 91% OF THE 23,481 RADIO HOMES!

In the Lower Rio Grande Valley, an irrigated paradise, KRGV is synonymous with radio. And what a market it is! Shipped in 1943, at record prices, were 75,000 cars of fruits and vegetables; 150,000 bales of cotton; and vast quantities of grain sorghums, corn, flaxseed, alfalfa and cereal grasses. It follows that the canning, processing and dehydration plants, with which the eight counties are dotted, were and are exceedingly active—in addition to the extensive, big-payroll army-training establishments. In a word, it is the richest era of a prosperous history with growers alone receiving $75,000,000 in the current crop year. Yet, KRGV is the ONLY single media—radio or newspaper—which covers this market thoroughly. It is THE source in the valley of outstanding network, news and local-interest programs!

**N. B. C. NETWORK**

S
A
Colorado
River
Austin
San Antonio
KTSA
River
Nueces
GRANDE
Laredo
Weslaco
KRGV

PRIMARY COVERAGE OF FOUR MAJOR TEXAS MARKETS

# the Taylor-Howe-Snowden Group

NATIONAL REPRESENTATIVES

**KGNC** AMARILLO
HOWARD H. WILSON CO.

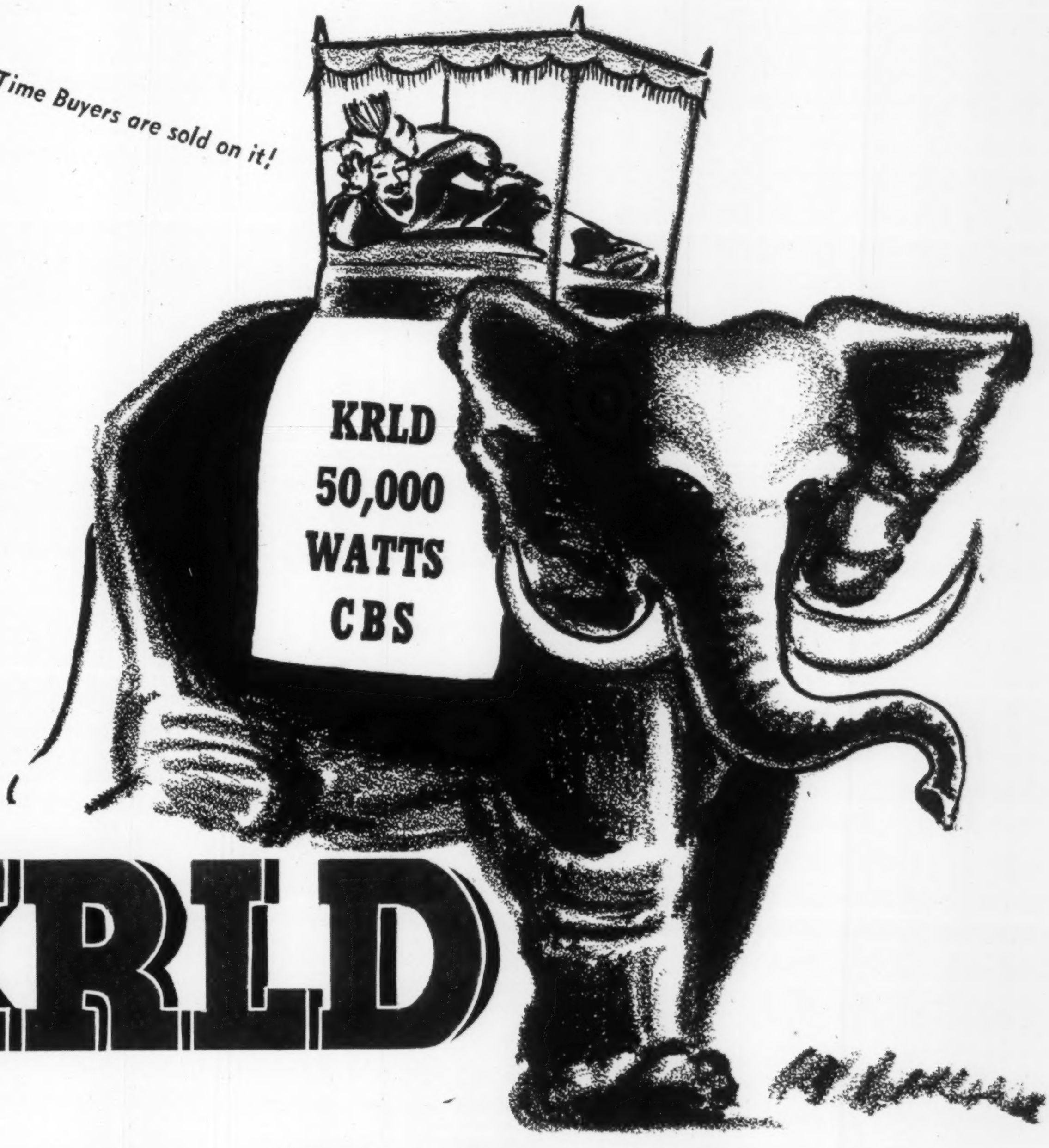
**KFYO** LUBBOCK
HOWARD H. WILSON CO.

**KTSA** SAN ANTONIO
JOHN BLAIR & CO.

**KRGV** WESLACO
HOWARD H. WILSON CO.

CENTRAL SALES OFFICE 805-6 TOWER PETROLEUM BUILDING
DALLAS, TEXAS
TELEPHONE RIVERSIDE 5663 KEN L. SIBSON, GENERAL SALES MANAGER, TWX Dls. 297

* *Time Buyers are sold on it!*



# KRLD

## does a BIG JOB in Texas!

50 KW **KRLD** 1080 KC

THE TIMES HERALD STATION, DALLAS
Represented by the Branham Co.

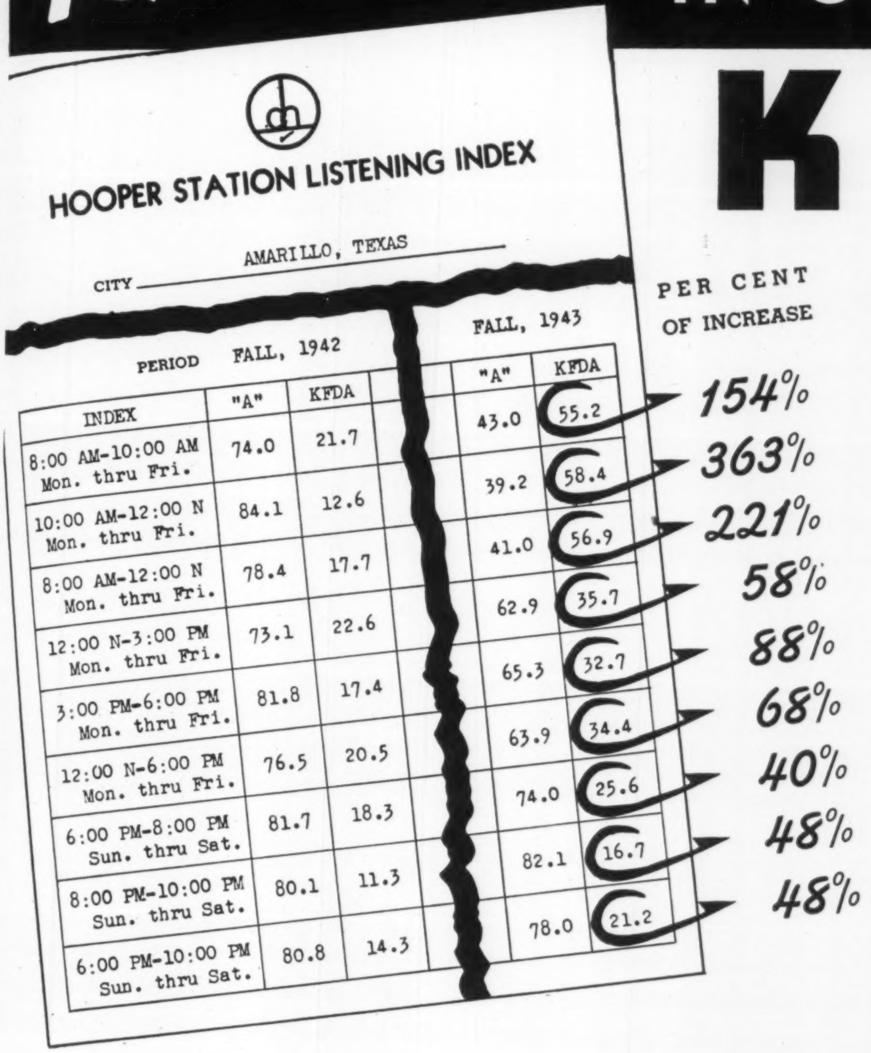
# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
*LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
*(Data corrected to January 1, 1944)*

## TEXAS—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| FORT WORTH 1.... | KFJZ | 1270 | 5,000 | Tarrant Broadcasting Co.<br>1201 W. Lancaster St.<br>3-3474 | MBS<br>Texas State | Col. Elliott Roosevelt (leave)<br>Gene L Cagle<br>Clyde Pemberton | Boyd Kelly<br>L Roy Duffy<br>Truett Kimzey | Weed<br>UP |
| FORT WORTH...... | KGKO | 570 | 5,000 | KGKO Broadcasting Co.<br>Medical Arts Bldg., Ft. Worth<br>1122 Jackson St , Dallas<br>Ft. Worth 3-1234<br>Dallas, Riverside 9631 | Blue<br>Lone Star | Amon G. Carter<br>Harold Hough, Ft. Worth<br>J. M. Moroney, Dallas<br>Martin B. Campbell, m. dir.<br>George Cranston, Ft. Worth<br>Alex Keese, Dallas | Ed Lally, Ft. Worth<br>Ralph Nimmons, Dallas<br>..............<br>R. C Stinson, Ft. Worth<br>Raymond Collins, Dallas | Petry<br>World<br>AP, UP |
| FORT WORTH 2.... | WBAP | 820<br>ST-WFAA | 50,000 | Carter Publications Inc.<br>Medical Arts Bldg.<br>3-1234 | NBC<br>Texas Quality | Amon G. Carter<br>George Cranston<br>Hugh R. Turner | Ed Lally<br>Virginia Wiltten<br>R. C. Stinson | Petry<br>World<br>AP |
| GALVESTON........ | KLUF | 1400 | 250 | KLUF Broadcasting Co. Inc.<br>600½ Broadway<br>6676 | .... | George Roy Clough<br>Lee D. Clough<br>C. B. Bracht | Carl McDaniel<br>C. V. Bracht<br>Lee D. Clough | ..............<br>MacGregor<br>Standard<br>UP |
| HARLINGEN........ | KGBS | 1240 | 250 | Harbenito Bcstg Co. Inc.<br>Box 711<br>1400 | CBS | McHenry Tichenor<br>Ingham S. Roberts<br>Troy McDaniel | Steel McClanahan<br>Ingham S. Roberts<br>Marvin D. Myers | Forjoe<br>Associated<br>AP |
| HOUSTON 2........ | KPRC | 950 | 5,000 | Houston Printing Corp.<br>Lamar Hotel<br>Fairfax 7101 | NBC<br>Texas Quality | W. P. Hobby<br>Kern Tips<br>.............. | Jack McGrew<br>Ted Horton<br>Harvey Wheeler | Petry<br>Thesaurus<br>AP |
| HOUSTON 2........ | KTRH | 740 | 50,000 | KTRH Broadcasting Co.<br>Rice Hotel<br>Preston 4361 | CBS | Houston Chronicle<br>B. F. Orr<br>Ray Bright | Harry Grier<br>George McCormick<br>King H Robinson<br>Tom Hiner | Blair<br>World<br>UP |
| HOUSTON 2........ | KXYZ | 1320 | 5,000 | Harris County Broadcast Co.<br>Gulf Bldg.<br>Capitol 6151 | Blue<br>MBS<br>Lone Star | ..............<br>T. Frank Smith<br>.............. | Charles Nethery<br>..............<br>Gerald R. Chinski | Branham<br>Associated<br>Standard<br>AP |
| HUNTSVILLE....... | KSAM | 1490 | 250–D | W. J. Harpole & J. C. Rothwell<br>Walker County Fairgrounds<br>666 | .... | Partnership<br>J. C. Rothwell<br>J. B. McShan | Ruth Rothwell<br>..............<br>Jesse J. Simms | ..............<br>AP |
| KILGORE........... | KOCA | 1240 | 250 | Oil Capitol Broadcasting Assn.<br>Box 1285<br>616 | .... | Roy G. Terry<br>Roy G. Terry<br>T. F. Spear Jr. | Dorothy Baker<br>Ruth Cook<br>Albert F. Mason Jr. | .............. |
| LAREDO............ | KPAB | 1490 | 250 | Laredo Broadcasting Co.<br>Hamilton Hotel<br>2124 | .... | Howard W. Davis<br>Rupert Dougharty<br>Rupert Dougharty | Jack Calvin<br>..............<br>Hulan Smith | Cox & Tanz<br>Holman<br>AP |
| LONGVIEW......... | KFRO | 1370 | 1,000 | Voice of Longview<br>Glover-Crim Bldg.<br>411 | MBS<br>Texas State | James R. Curtis<br>James R. Curtis<br>James R. Curtis | ..............<br>..............<br>James R. Curtis | Burn-Smith |
| LUBBOCK.......... | KFYO | 1340 | 250 | Plains Radio Bcstg. Co. Inc.<br>914 Avenue J<br>5567 | Texas State | O. L. Taylor<br>DeWitt Landis<br>DeWitt Landis | Wesley Youngblood<br>DeWitt Landis<br>W. S. Bledsoe | Wilson<br>World<br>UP |
| LUFKIN............ | KRBA | 1340 | 250 | Red Lands Broadcasting Assn.<br>108½ S. First St.<br>272 | .... | Ben T. Wilson<br>Darrell E. Yates<br>Darrell E. Yates | Richman Lewin<br>Richman Lewin<br>Sam Love | Cox & Tanz<br>Standard<br>AP |
| MIDLAND.......... | KRLH | 1230 | 250 | Scharbauer Estate<br>117 S. Lorraine St.<br>1070 | MBS<br>Texas State | Scharbauer Estate<br>J. M. McDonald<br>Gladys L. McDonald | Grace Delamater<br>..............<br>Jack Cecil | Cox & Tanz<br>Associated<br>UP |
| PALESTINE......... | KNET | 1450 | 100–D | Palestine Broadcasting Corp.<br>Municipal Bldg.<br>411 | .... | B. A. Laurie<br>Bill A. Laurie<br>Bill A. Laurie | Emo Laurie<br>Bill A. Laurie<br>Bill A. Laurie | Cox & Tanz<br>Holman<br>Standard<br>TP. |
| PAMPA............. | KPDN | 1340 | 100 | R. C. Hoiles<br>Box 1701<br>1100 | .... | R. C. Hoiles<br>Wayne Phelps<br>Wayne Phelps | Lester Aldrich<br>Wayne Phelps<br>Howard Blaker | Forjoe<br>AP |
| PARIS.............. | KPLT | 1490 | 250 | North Texas Broadcasting Co.<br>Hotel Gilbraltar<br>1124 | MBS<br>Texas State | A. G. Pat Mayse<br>Patt McDonald<br>Patt McDonald | Harvey R. Boyd<br>Patt McDonald<br>Mitchell C. Secrest | Pearson<br>Associated<br>Standard<br>AP |
| PECOS............. | KIUN | 1400 | 100 | Jack Hawkins & Barney Hubbs<br>306 S. Cedar St.<br>21 | .... | Jack Hawkins<br>Jack Hawkins<br>David Martin | David Martin<br>..............<br>Mrs. Elba Gibson | Cox & Tanz |
| PLAINVIEW........ | KVOP<br>(Construction Permit) | 1400 | 250 | W. J. Harpole and J. C. Rothwell<br>Plainview | .... | ..............<br>..............<br>.............. | ..............<br>..............<br>.............. | .............. |
| PORT ARTHUR..... | KPAC | 1250 | 1,000 | Port Arthur College<br>1515 Lakeshore Dr.<br>7458 | MBS | Carl Vaughan<br>Glenn Hewitt<br>Glenn Hewitt | Marjorie Vickers<br>Blewett Smyth<br>Cliff Hamilton | McGillvra<br>Associated<br>Standard<br>INS |
| SAN ANGELO....... | KGKL | 1400 | 250 | KGKL Inc.<br>St. Angelus Hotel<br>6715 | MBS<br>Texas State | H. C. Ragsdale<br>Lewis O. Seibert<br>Myrl Stein | Evelyn Preston<br>Beth Cozart<br>Frank Jones | Pearson<br>Associated<br>AP |

# FROM 40% TO 363% LISTENER INCREASE IN ONE YEAR!

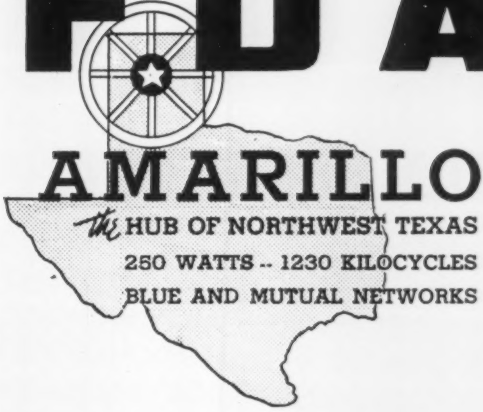


HOOPER STATION LISTENING INDEX

CITY AMARILLO, TEXAS

| PERIOD | FALL, 1942 | | FALL, 1943 | | PER CENT OF INCREASE |
|---|---|---|---|---|---|
| INDEX | "A" | KFDA | "A" | KFDA | |
| 8:00 AM-10:00 AM Mon. thru Fri. | 74.0 | 21.7 | 43.0 | 55.2 | 154% |
| 10:00 AM-12:00 N Mon. thru Fri. | 84.1 | 12.6 | 39.2 | 58.4 | 363% |
| 8:00 AM-12:00 N Mon. thru Fri. | 78.4 | 17.7 | 41.0 | 56.9 | 221% |
| 12:00 N-3:00 PM Mon. thru Fri. | 73.1 | 22.6 | 62.9 | 35.7 | 58% |
| 3:00 PM-6:00 PM Mon. thru Fri. | 81.8 | 17.4 | 65.3 | 32.7 | 88% |
| 12:00 N-6:00 PM Mon. thru Fri. | 76.5 | 20.5 | 63.9 | 34.4 | 68% |
| 6:00 PM-8:00 PM Sun. thru Sat. | 81.7 | 18.3 | 74.0 | 25.6 | 40% |
| 8:00 PM-10:00 PM Sun. thru Sat. | 80.1 | 11.3 | 82.1 | 16.7 | 48% |
| 6:00 PM-10:00 PM Sun. thru Sat. | 80.8 | 14.3 | 78.0 | 21.2 | 48% |

# KFDA



AMARILLO

the HUB OF NORTHWEST TEXAS

250 WATTS -- 1230 KILOCYCLES

BLUE AND MUTUAL NETWORKS

Radio Station "A" in the Hooper Station Listening Index extracts to the left is the second Amarillo station. As will be noted by adding the percentages for the two stations, listeners to all other stations are so negligible that they need not be considered. Coincidental calls in the Fall, 1942 survey totaled 6,487; and in the Fall, 1943 survey, totaled 6,248.

**KFDA, Amarillo was not established until 1939—and it took a few years of foundation-laying before it could "get in its stride." This basis for a real station was completed about a year ago; and, since then, KFDA has "gone to town," as the comparison of the two Hooper surveys so well shows!**

**It is obvious that Amarillo is now very much a two-station city . . . and for results-per-dollar of advertising cost, the "buy" is KFDA!**

**HOWARD ROBERSON, Station Director**

## WCMI

ASHLAND, KY. - HUNTINGTON, W. VA.
"Where Coal Meets Iron"
250 WATTS — 1340 KILOCYCLES
Mutual Network
L. D. Newman, Station Director

## WBIR

KNOXVILLE, TENNESSEE
"The Voice of Knoxville"
250 WATTS — 1240 KILOCYCLES
Blue and Mutual Networks
John G. Ballard, Station Director

## WLAP

LEXINGTON, KENTUCKY
"The Thoroughbred Station of the Nation"
250 WATTS — 1450 KILOCYCLES
Mutual Network
Ted Grizzard, Station Director

**All Four Stations Owned and Operated by Gilmore N. Nunn and J. Lindsay Nunn**

# It's a

Every C. E. Hooper Listening Index and all other accredited surveys prove that WOAI is the only shortcut between advertisers and consumers in Central and South Texas.

San Antonio, Corpus Christi and Austin—key centers in this market—are three of the twenty-eight metropolitan counties in the entire United States listed by the Census Bureau as having the most rapid wartime growth and the best prospects of retaining their growth!

More people now live in WOAI's daytime primary area than in the metropolitan markets of San Francisco, St. Louis, Cleveland, Baltimore or Washington, D. C.!

# Big Story!

WOAI sells more merchandise to more people in Central and South Texas than any single medium—at a lower cost per sale!

50,000 WATTS—CLEAR CHANNEL
AFFILIATE NBC—MEMBER TQN

**WOAI**
*San Antonio*

Represented Nationally by
EDWARD PETRY & COMPANY

**The Powerful Advertising Influence in the Southwest**

## TEXAS—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representati<br>Transc. Libr<br>News Servi |
|---|---|---|---|---|---|---|---|---|
| **SAN ANTONIO 5** | KABC | 1450 | 250 | Alamo Broadcasting Co. Inc.<br>Milam Bldg.<br>Fannin 3126 | Blue<br>MBS<br>Texas State | R. Early Willson<br>Hardy C. Harvey<br>Bill Joekel | Mrs. Clyde A. Wendt<br>.............<br>Paul Wolf | .............<br>UP |
| **SAN ANTONIO 5** | KMAC | 1240 | 250 | Walmac Co.<br>Nat'l Bank of Commerce Bldg.<br>Cathedral 6211 | .... | Howard W. Davis<br>Howard W. Davis<br>Howard W. Davis | Tony Bessan<br>Leona Bender<br>Charles F. Harris | Burn-Smith<br>INS |
| **SAN ANTONIO 6** | KONO | 1400 | 250 | Mission Broadcasting Co.<br>317 Arden Grove<br>Fannin 5171 | .... | Eugene J. Roth<br>James M. Brown<br>James M. Brown | Stanley A. Cox<br>.............<br>George W. Ing | Forjoe<br>Lang-Worth<br>AP |
| **SAN ANTONIO 6** | KTSA | 550 | 5,000–LS<br>1,000–N | Sunshine Broadcasting Co.<br>Gunter Hotel<br>Garfield 1251 | CBS<br>Lone Star | O. L. Taylor<br>G. W. Johnson<br>............. | Douglas J. Romine<br>Charles Lutz<br>W. G. Egerton | Blair<br>Lang-Worth<br>Thesaurus<br>UP |
| **SAN ANTONIO** | WOAI | 1200 | 50,000 | Southland Industries Inc.<br>1031 Navarro St.<br>Garfield 4221 | NBC<br>Texas Quality | G. A. C. Halff<br>Hugh A. L. Halff<br>Ellis Chaney | .............<br>Walter S. Zahrt<br>Fred Sterling | Petry<br>Associated<br>Standard<br>AP, INS |
| **SHERMAN** | KRRV | 910 | 1,000 | Red River Valley Bcstg. Corp.<br>421 N. Crockett St., Sherman<br>Fannin & Owing St., Denison<br>Sherman 201<br>Denison 423 | MBS<br>Texas State | George H. Wilcox<br>L. L. Hendrick, Sherman<br>B. V .Hammond Jr., Denison<br>............. | Eloise Jouvenat, Shrm.<br>W. W. Shelley, Denison<br>.............<br>Tom John | .............<br>UP |
| **SWEETWATER** | KXOX | 1240 | 250 | Sweetwater Radio Inc.<br>Radio Bldg.<br>2341 | .... | J. S. McBeath<br>J. Harley Hubbard<br>J. Harley Hubbard | Lee S. Belding<br>J. Harley Hubbard<br>George W. Dotson | .............<br>Thesaurus<br>UP |
| **TEMPLE** | KTEM | 1400 | 250 | Bell Broadcasting Co., Inc.<br>Box 186<br>4646 | Blue<br>MBS<br>Texas State | Frank W. Mayborn<br>Burton Bishop<br>C. F. Whitesides Jr. | C. F. Whitesides Jr.<br>Burton Bishop<br>Paul Shaw | .............<br>Associated<br>UP |
| **TEXARKANA** | KCMC | 1450<br>CP-1230 | 250 | KCMC Inc.<br>317½ Pine St.<br>832 | MBS<br>Texas State<br>Arkansas | C. E. Palmer<br>Frank O. Myers<br>Ernest Hackworth | Kathryn Wiseman<br>Donald Myers<br>Paul McCaslin | Pearson<br>Associated<br>Standard<br>AP |
| **TYLER** | KGKB | 1490 | 250 | East Texas Broadcasting Co.<br>115 S. College St.<br>1106 | .... | James G. Ulmer<br>James G. Ulmer<br>E. P. Duffie | Mrs. James G. Ulmer<br>.............<br>John B. Sheppard | .............<br>Standard<br>UP |
| **VERNON** | KVWC | 1490 | 250 | Northwestern Broadcasting Co.<br>1813 Wilbarger St.<br>1048 | MBS<br>Texas State | R. H. Nichols<br>W. D. Dixon<br>W. D. Dixon | William F. Parady<br>.............<br>Herman F. Ridgway | .............<br>Associated<br>AP |
| **VICTORIA** | KVIC | 1340 | 250 | Radio Enterprises Inc.<br>Victoria Bank & Trust Bldg.<br>2172 | .... | Morris Roberts<br>.............<br>Roland Hobrecht | Margaret True<br>.............<br>Robert McCown | .............<br>Standard<br>World<br>UP |
| **WACO** | WACO | 1450 | 250 | Frontier Broadcasting Co. Inc.<br>Amicable Life Bldg.<br>2700 | MBS<br>Blue<br>Texas State | .............<br>Lee Glasgow<br>............. | .............<br>.............<br>Leon H. Appleman | Weed<br>Associated<br>UP |
| **WESLACO** | KRGV | 1290 | 1,000 | KRGV Inc.<br>Weslaco<br>375 | NBC<br>Lone Star | O. L. Taylor<br>Archie J. Taylor<br>Phil Dixon | Dick Watkins<br>.............<br>Lewis Hartwig | Wilson<br>Standard<br>Thesaurus<br>UP |
| **WICHITA FALLS** | KWFT | 620 | 5,000–LS<br>1,000–N | Wichita Broadcasters<br>Kemp Hotel<br>4182 | CBS | Joe B. Carrigan<br>Charles E. Clough<br>............. | June Oliver<br>June Oliver<br>John Adams | Raymer<br>Standard<br>UP |

## UTAH

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representativ<br>Transc. Librar<br>News Servic |
|---|---|---|---|---|---|---|---|---|
| **CEDAR CITY** | KSUB | 1340 | 100 | Southern Utah Bcstg. Co.<br>Box 811<br>398 | Intermountain | Leland M. Perry<br>Hurschell G. Urie<br>Hurschell G. Urie | Elaine Olds<br>.............<br>Hurschell G. Urie | .............<br>UP |
| **LOGAN** | KVNU | 1230 | 250 | Cache Valley Broadcasting Co.<br>1393 N. Main St.<br>1400 | MBS<br>Intermountain | H. F. Laub<br>Reed Bullen<br>Reed Bullen | Reed Bullen<br>Reed Bullen<br>C. N. Layne | .............<br>UP |
| **OGDEN** | KLO | 1430 | 5,000 | Interstate Broadcasting Corp.<br>Ben Lomond Hotel<br>5721 | MBS<br>Intermountain | A. L. Glasmann<br>George C. Hatch<br>Lynn L. Meyer | Merrill J. Bunnell<br>Lynn L. Meyer<br>W. D'Orr Cozzens | McGillvra<br>Standard<br>UP |
| **PRICE** | KEUB | 1450 | 250 | Eastern Utah Broadcasting Co.<br>Price<br>200 | MBS<br>Intermountain | Jack Richards<br>Jack Richards<br>Jack Richards | Jack Richards<br>Jack Richards<br>............. | McGillvra<br>Associated<br>UP |
| **PROVO** | KOVO | 1240 | 250 | KOVO Broadcasting Co.<br>108 West Center St.<br>1680 | MBS<br>Intermountain | Clifton A. Tolboe<br>Arch L. Madsen<br>S. Garn Carter | W. Shirl Black<br>James Lawrence<br>Gerald Peterson | McGillvra<br>UP |

**KXYZ**

**THE #1 RADIO BUY IN THE SOUTH'S #1 MARKET**

**Houston**

## #1 RADIO BUY

KXYZ's rates are surprisingly low . . programs receive high Hooper ratings . . . there still remain a few excellent network and spot availabilities. Get in touch with your Branham man now.

## #1 SOUTHERN MARKET

According to J. Walter Thompson Company's recent compilation of No. 2 War Ration Books, Houston, a city of 607,033 people, leads all Southern metropolitan markets in population.

**KXYZ**
NOW 5,000 WATTS
1320 KC BLUE, MUTUAL
HOUSTON, TEXAS

● represented by the Branham Company

**Special Combination Buy — KRIS and KXYZ, Houston . . . Investigate!**

## CORPUS CHRISTI'S growth is a "ONE WAY STORY"

Since 1930, Corpus Christi's population has zoomed at a surprising rate . . . so much so that Philip M. Hauser, of the Census Bureau, rates Corpus Christi as one of America's six fastest-growing cities with best prospects of retaining wartime growth. Each day sees more people making the "one way" journey to this port city of over 101,400 population. Your nearest Branham representative has Hooper-authenticated facts to prove KRIS's dominance over this rich, ever-expanding market.

**KRIS**
CORPUS CHRISTI, TEXAS
MEMBER OF NBC SOUTHWESTERN GROUP

● represented by the Branham Company

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
*LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
*(Data corrected to January 1, 1944)*

## UTAH—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **SALT LAKE CITY 1** | KDYL | 1320 | 5,000 | Intermountain Broadcasting Corp.<br>Tribune-Telegram Bldg.<br>5-2991 | NBC | S. S Fox<br>S. S Fox<br>W. E. Wagstaff | George Provol<br>Myron Fox<br>John M. Baldwin | Blair<br>Thesaurus<br>World<br>INS, UP |
| **SALT LAKE CITY 1** | KSL | 1160 | 50,000 | Radio Service Corp. of Utah<br>10 S. Main St.<br>5-4641 | CBS | J. Reuben Clark Jr.<br>Ivor Sharp<br>E. J. Broman | Ralph W. Hardy<br>H. Perry Driggs<br>E. G. Pack | Petry<br>Associated<br>Lang-Worth<br>Standard<br>MacGregor<br>AP, UP |
| **SALT LAKE CITY 1** | KUTA | 570 | 5,000 | Utah Broadcasting Co.<br>29 S. State St.<br>3-2737 | Blue | Frank C. Carman<br>Frank C. Carman<br>Jack A. Burnett | King Harmon<br>Mike Cassidy<br>Lyle Wahlquist | Katz<br>Standard<br>UP |

## VERMONT

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **BURLINGTON ......** | WCAX | 620 | 1,000 | WCAX Broadcasting Corp.<br>137 Main St.<br>2000 | CBS | C. P. Hasbrook<br>C. P. Hasbrook<br>Robert A. Kelley | ..............<br>H. B. Wight<br>John C. Quill | Weed<br>Associated<br>UP |
| **RUTLAND..........** | WSYB | 1380 | 1,000 | Philip Weiss Music Co.<br>80 West St.<br>1247 | MBS<br>Yankee | Philip Weiss<br>J. H. Weiss<br>.............. | ..............<br>..............<br>Norval J. Ransom Jr. | McGillvra<br>Foster<br>Kane<br>Associated<br>UP |
| **ST. ALBANS........** | WWSR | 1420 | 1,000–D | Vermont Radio Corp.<br>32 N. Main St.<br>1390 | .... | Lloyd E. Squier<br>Winston Lewis Blake<br>Lloyd E. Squier | W. L. Blake<br>Winston Lewis Blake<br>Paul Hurd | Wilson<br>World<br>AP |
| **WATERBURY.......** | WDEV | 550 | 1,000–D | Radio Station WDEV<br>8 Stowe St.<br>13-2 | .... | {L. E. Squier<br>{W. G. Ricker<br>L. E. Squier<br>L. E. Squier | John Woods<br>..............<br>Paul A. Hurd | Wilson<br>Bannan<br>World<br>AP |

## VIRGINIA

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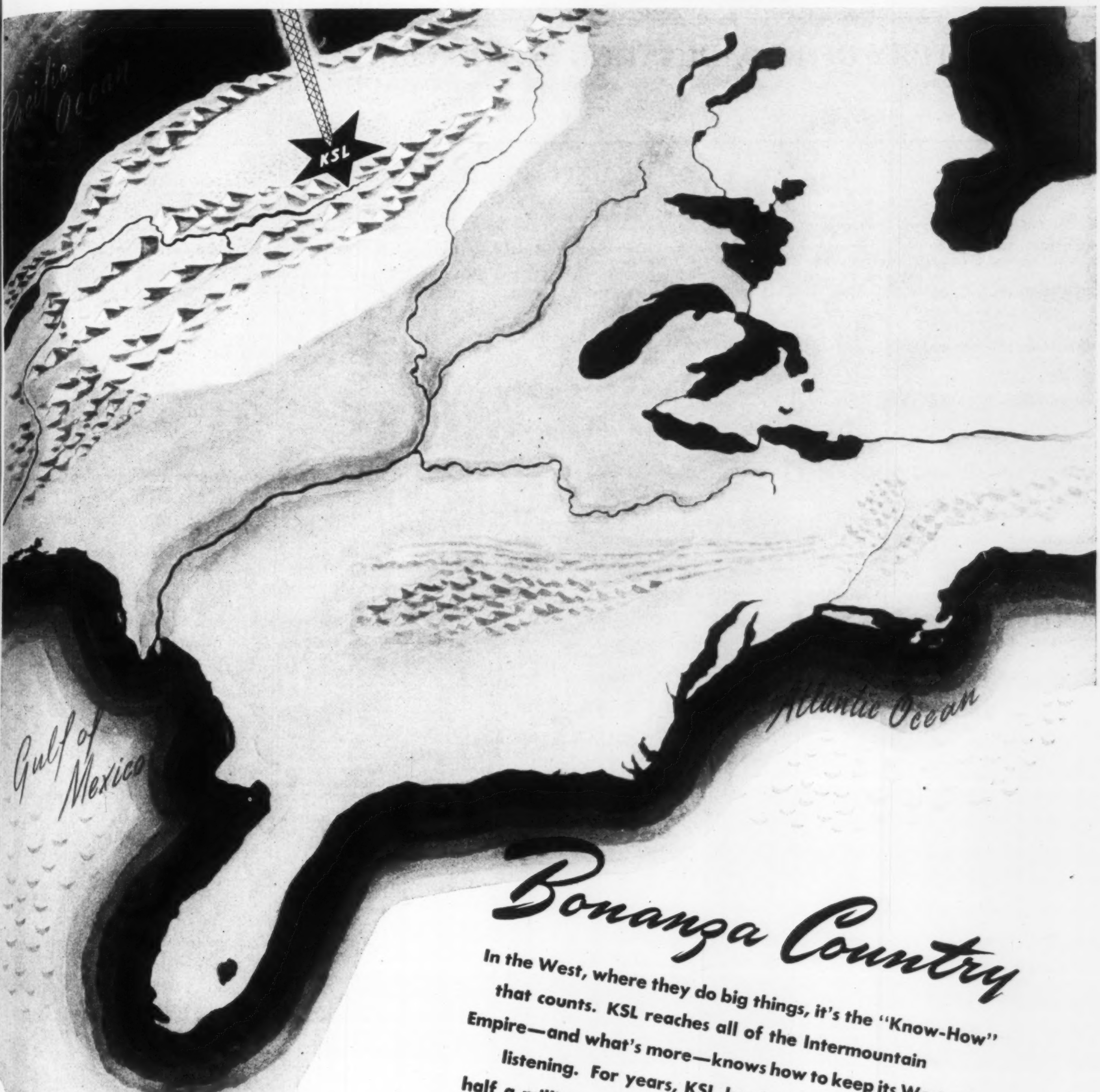
|---|---|---|---|---|---|---|---|---|
| **CHARLOTTESVILLE.** | WCHV | 1450 | 250 | Barham & Barham<br>4th & E. Market Sts.<br>2500 | Blue | Charles Barham Jr.<br>Charles Barham Jr.<br>Randolph Bean | Ed Hase<br>Randolph Bean<br>Walter Gray | Cox & Tanz<br>Associated<br>UP |
| **COVINGTON........** | WKEY | 1340 | 250 | Earl M Key<br>218 Main St.<br>840 | Blue | Earl M. Key<br>Earl M. Key<br>Earl M. Key | Catherine Hylton<br>Earl M. Key<br>James Garber | ..............<br>UP |
| **DANVILLE..........** | WBTM | 1400 | 250 | Piedmont Broadcasting Corp.<br>Hotel Danville Bldg.<br>2350 | Blue<br>MBS<br>Tri-City | L. N. Dibrell<br>R. Sanford Guyer<br>Edward G. Gardner | William P. Heffernan<br>..............<br>Harry W. Spencer | Tri-City<br>Lang-Worth<br>TP |
| **FREDERICKSBURG .** | WFVA | 1290 | 250–D | Fredericksburg Broadcasting Corp.<br>528 Wolfe St.<br>1261 | Blue | Richard Field Lewis Jr.<br>Richard Field Lewis Jr.<br>Nan Winkler | Phil Whitney<br>..............<br>Phil Whitney | ..............<br>UP |
| **HARRISONBURG ...** | WSVA | 550 | 1,000–D | Shenandoah Valley Bcstg. Corp.<br>Newman Bldg.<br>550 | .... | Frederick L. Allman<br>Charles P. Blackley<br>Robert B. Harrington | Richard H. Johnson<br>Robert B. Harrington<br>Warren L. Braun | Wilson<br>World<br>UP |
| **LYNCHBURG.......** | WLVA | 1230 | 250 | Lynchburg Broadcasting Corp.<br>Allied Arts Bldg.<br>3030 | MBS<br>Blue<br>Tri-City | Edward A. Allen<br>Phillip P. Allen<br>Joseph F. Wright | {Evelyn Hamlet<br>{Claude Taylor<br>Joseph F. Wright<br>John T. Orth | Tri-City<br>Lang-Worth<br>Standard<br>TP |
| **MARTINSVILLE.....** | WMVA | 1450 | 250 | Martinsville Bcstg. Co. Inc.<br>Martinsville<br>2152 | NBC | William C. Barnes<br>John W. Shultz<br>C. Robert Ray | Robert L. Kent<br>Charles H. Slate<br>Dewey W. Muse | Wilson |
| **NEWPORT NEWS...** | WGH | 1340 | 250 | Hampton Roads Bcstg. Corp.<br>Portlock Bldg., Norfolk 10<br>Norfolk 2-7031 | Blue | Daily Press Inc.<br>Edward E. Bishop<br>Edward E. Edgar | Jack Black<br>Edward E. Edgar<br>William P. Grether | Burn-Smith<br>Associated<br>Standard<br>AP |
| **NORFOLK 10.......** | WTAR | 790 | 5,000 | WTAR Radio Corp.<br>National Bank of Commerce Bldg<br>2-5671 | NBC | P. S. Huber<br>Campbell Arnoux<br>John W. New | Henry C. Whitehead<br>Ralph S. Hatcher<br>Julius L. Grether | Petry<br>Associated<br>Standard<br>AP, UP |
| **PORTSMOUTH .....** | WSAP | 1490 | 250 | Portsmouth Radio Corp.<br>Professional Bldg.<br>6383 | MBS | Tom E. Gillman<br>T. W. Aydlett<br>Jack Norfleet | John Butler<br>Bob King<br>E. Denzil Pulley | ..............<br>World<br>UP |



# Bonanza Country

In the West, where they do big things, it's the "Know-How" that counts. KSL reaches all of the Intermountain Empire—and what's more—knows how to keep its Westerners listening. For years, KSL has been serving more than half a million radio families to earn the title "The West Wise Station." In this bonanza market, these Westerners listen and respond. They have the will and the cash to buy. That's why advertisers find that one station—the "West Wise" station — is the efficient way to sell the Intermountain Empire . . . Ask Petry.

**585,026 RADIO FAMILIES LISTEN REGULARLY TO KSL** *Salt Lake City*

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|---|---|---|---|---|---|---|---|---|
| **RICHMOND 20** ..... | *WBBL | 1240-SH | 100 | Grace Cov. Presbyterian Church<br>1627 Monument Ave.<br>5-7491 | .... | M. A. Sitton<br>M. A. Sitton<br>.............. | C. H. Liesfeld<br>..............<br>R. W. Raabe | .............. |
| **RICHMOND 20** ..... | WMBG | 1380 | 5,000 | Havens & Martin Inc.<br>3301 W. Broad St.<br>5-8611 | NBC | Wilbur M. Havens<br>Wilbur M. Havens<br>R. E. Mitchell | Katherine Hawks<br>R. E. Mitchell<br>Wilfred H. Wood | Blair<br>Lang-Worth<br>Thesaurus<br>TP |
| **RICHMOND 13** ..... | WRNL | 910 | 5,000 | Richmond Radio Corp.<br>323 East Grace St.<br>3-3436 | Blue<br>MBS | John Stewart Bryan<br>E. S. Whitlock<br>E. S. Whitlock | G. Mallory Freeman<br>..............<br>R. W. Raabe | Petry<br>Associated<br>Standard<br>AP |
| **RICHMOND** ........ | WRVA | 1140 | 50,000 | Larus & Brother Co. Inc.<br>Hotel Richmond<br>3-6633 | CBS | William T. Reed Jr.<br>C. T. Lucy<br>Barron Howard | I. G. Abeloff<br>C. T. Lucy<br>D. C. Woods | Raymer<br>Associated<br>Lang-Worth<br>World<br>UP |
| **ROANOKE 2**........ | WDBJ | 960 | 5,000 | Times-World Corp.<br>124 W. Kirk Ave.<br>8131 | CBS | Junius P. Fishburn<br>Ray P. Jordan<br>Frank D. Kesler | Jack Weldon<br>Ray P. Jordan<br>J. W. Robertson | Free & Peters<br>Associated<br>Lang-Worth<br>World<br>UP |
| **ROANOKE 7**........ | WSLS | 1240 | 250 | Roanoke Broadcasting Corp.<br>Shenandoah Life Bldg.<br>9227 | Blue<br>MBS<br>Tri-City | Paul C. Buford<br>James H. Moore<br>Horace Fitzpatrick | Bill Saunders<br>Edward D. Skotch<br>J. P. Briggs | Tri-City<br>Thesaurus<br>Lang-Worth<br>TP |
| **SUFFOLK**........... | WLPM | 1450 | 250 | Suffolk Broadcasting Corp.<br>105 Bank St.<br>1420 | .... | Fred L. Hart<br>Fred L. Hart<br>Fred L. Hart | Floyd V. Cozad<br>..............<br>Fred M. Wagner | Sears & Ayer<br>Thesaurus<br>UP |
| **WINCHESTER**...... | WINC | 1400 | 250 | Richard Field Lewis Jr.<br>Kerr Street<br>4855 | Blue | Richard Field Lewis Jr.<br>Richard Field Lewis Jr.<br>Grant Pollock | Grant Pollock<br>..............<br>Richard F. Lewis Jr. | .............. |

## WASHINGTON

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| **ABERDEEN** ......... | KXRO | 1340 | 250 | KXRO Inc.<br>207 E. Market St.<br>4098 | MBS<br>Don Lee<br>Pacific | Harry R. Spence<br>Fred G. Goddard<br>Ross W. Bates | Edith R. Garrett<br>Ruth Poindexter<br>Kenneth Grinde | Wilson<br>Keating<br>Standard<br>Associated<br>UP |
| **BELLINGHAM**...... | KVOS | 790 | 250 | KVOS Inc.<br>KVOS Bldg.<br>4200 | .... | Rogan Jones<br>Rogan Jones<br>Frank Adams | Earle R. Alcott<br>..............<br>.............. | Keating<br>MacGregor<br>Thesaurus<br>UP |
| **CENTRALIA**......... | KELA | 1470 | 1,000 | Central Broadcasting Corp.<br>Highway 99<br>721 | MBS<br>Don Lee<br>Pacific | Maj. J. Elroy McCaw<br>(on leave)<br>Joe Chytil<br>Robert Brister | Mabel Gwinn<br>Schyuler Hill<br>Ellwood Lippencott | Wilson<br>Griffith<br>Keating<br>Associated<br>UP |
| **EVERETT**........... | KEVE | 1460 | 500 | Cascade Broadcasting Co.<br>Box 650<br>Main 337 | .... | Dr. J. R. Binyon<br>Mrs. M. Fritchie<br>Lionel Lenox | Mrs. M. Fritchie<br>L. S. Lenox<br>Raymond Hilgers | ..............<br>Lang-Worth<br>Standard<br>AP |
| **EVERETT**........... | KRKO | 1400 | 250 | Everett Broadcasting Co. Inc.<br>Clark Bldg.<br>Main 526 | MBS<br>Don Lee | William R. Taft<br>William R. Taft<br>William R. Taft | Elaine Towne<br>William R. Taft<br>Roy C. Towne | ..............<br>Associated<br>UP |
| **LONGVIEW** ......... | KWLK | 1400 | 250 | Twin City Broadcasting Corp.<br>National Bank of Commerce Bldg.<br>1500 | MBS<br>Don Lee<br>Pacific | C. O. Chatterton<br>C. O. Chatterton<br>Kenneth Evans | James Davis<br>..............<br>R. H. Mietzke | Keating<br>Associated<br>Thesaurus<br>UP |
| **OLYMPIA**........... | KGY | 1240 | 250 | KGY Inc.<br>Rockway-Leland Bldg.<br>6636 | MBS<br>Don Lee<br>Pacific | Tom Olsen<br>Tom Olsen<br>J. Harris Dorr | Eve Knutson<br>J. Harris Dorr<br>Walter McGoffin | Wilson<br>Keating<br>Associated<br>UP |
| **PULLMAN**.......... | *KWSC | 1250<br>ST-KTW | 5,000 | State College of Washington<br>Pullman<br>9021 | .... | E. O. Holland<br>Glenn Jones (acting)<br>.............. | Eldon C. Barr<br>..............<br>George M. Frese | ..............<br>UP |
| **SEATTLE 4**......... | KEVR | 1090 | 250 | Evergreen Broadcasting Corp.<br>Smith Tower<br>Seneca 2056 | .... | A. W. Talbot<br>Al Schuss<br>Al Schuss | E. J. Hamilton<br>..............<br>John L. Kelley | Rambeau<br>Lang-Worth<br>Standard |
| **SEATTLE 1**......... | KIRO | 710 | 50,000 | Queen City Bcstg. Co. Inc.<br>Cobb Bldg.<br>Seneca 1500 | CBS | {Saul Haas<br>{Louis K. Lear<br>H. J. Quilliam<br>Loren B. Stone | R Spence<br>Loren B. Stone<br>J. B. Hatfield | Free & Peters<br>Standard<br>World<br>MacGregor<br>AP, INS |
| **SEATTLE 1**......... | KJR | 1000 | 5,000 | Fisher's Blend Station Inc.<br>Skinner Bldg.<br>Elliott 5890 | Blue | O. W. Fisher<br>Birt F. Fisher<br>W. B. Stuht | Robert Gentry<br>Bill Moshier<br>F. J. Brott | Raymer<br>Thesaurus<br>UP |
| **SEATTLE 5**......... | KOL | 1300 | 5,000 | Seattle Broadcasting Co.<br>1220 Third Ave., Seattle 1<br>Main 2312 | MBS<br>Don Lee<br>Pacific | Archie Taft<br>Oliver A. Runchey<br>Archie Taft Jr. | Jerry Morris<br>Beth Leonard<br>Perry C. Lind | Blair<br>Associated<br>MacGregor<br>Standard<br>UP |

# Here's

## Where you get the BIG SALES in Washington State

It's like "shootin' fish in a rain barrel" to do BIG business in Washington State! Because over 66% of the entire State's effective buying income is *concentrated* in a "pool" – within 50 miles of the KOMO-KJR transmitter. No need to "fish" all over this State – concentrate where you KNOW the big sales are – the Seattle Area.

**TODAY**—$1,454 per capita is the effective buying income in this area as reported by Sales Management . . . far above the national average.

**TOMORROW** — Post-war development of Alaska, Russia, China, and a wealth of natural resources point to a brilliant future for this area.

*BIG KING SALMON and BIG SALES are easy to get in the Puget Sound area of Washington State*

KOMO-KJR
SEATTLE
TACOMA
66%
of Washington State's dollars are spent in this "pool" within 50 miles of our transmitter
WASHINGTON STATE

**KOMO** **KJR**

NBC BLUE NETWORK

TOTEM BROADCASTERS
SEATTLE, WASH.

**EDWARD PETRY & CO.**
New York, Chicago,
Detroit, St. Louis, Los Angeles, San Francisco

**PAUL H. RAYMER**
Chicago, New York, San Francisco, Los Angeles

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|---|---|---|---|---|---|---|---|---|
| SEATTLE 1 | KOMO | 950 | 5,000 | Fisher's Blend Station Inc.<br>Skinner Bldg.<br>Elliott 5890 | NBC | O. W. Fisher<br>Birt F. Fisher<br>W. B. Stuht | Robert Gentry<br>Bill Moshier<br>F. J. Brott | Petry<br>Thesaurus<br>AP, UP |
| SEATTLE 4 | KRSC | 1150 | 1,000 | Radio Sales Corp.<br>2939 Fourth Ave. S.<br>Elliott 7900 | .... | P. K. Leberman<br>Robert E. Priebe<br>Romig C. Fuller | Ted Bell<br>..............<br>George A. Freeman | ..............<br>Associated<br>MacGregor<br>AP |
| SEATTLE | *KTW | 1250<br>ST-KWSC | 1,000 | First Presbyterian Church<br>Seattle | .... | First Presbyterian Church<br>..............<br>.............. | ..............<br>..............<br>.............. | .............. |
| SEATTLE 1 | KXA | 770<br>L-WJZ | 1,000 | American Radio Telephone Co.<br>Bigelow Bldg.<br>Seneca 1000 | .... | R. F. Meggee<br>Florence E. Wallace<br>Rod McArdle | Helen Marie Brennan<br>..............<br>John H. Dubuque | Wilson<br>INS |
| SPOKANE 8 | KFIO | 1230 | 250 | Spokane Broadcasting Corp.<br>Fidelity-Ziegler Bldg.<br>Riverside 8033 | MBS<br>Don Lee<br>Pacific | Arthur L. Smith<br>R. G. McBroom<br>R. G. McBroom | Gertrude Longmeier<br>..............<br>Dee Waymire | ..............<br>Thesaurus<br>UP |
| SPOKANE 8 | KFPY | 920 | 5,000 | Symons Broadcasting Co.<br>Symons Bldg.<br>Main 1218 | CBS | Mrs. Frances R. Symons<br>Arthur L. Bright<br>Richard O. Dunning | R. Wallace Brazeal<br>Richard E. Green<br>George E. Langford | Katz<br>Keating<br>Lang-Worth<br>Standard<br>MacGregor<br>UP |
| SPOKANE 8 | KGA | 1510 | 10,000 | Louis Wasmer<br>Radio Central Bldg.<br>Main 5383 | Blue | Maj. Louis Wasmer (on leave)<br>Harvey Wixson<br>Harvey Wixson | Curtis Roberts<br>Harvey Wixson<br>G.E. Grady | Petry<br>Associated<br>AP |
| SPOKANE 8 | KHQ | 590 | 5,000 | Louis Wasmer Inc.<br>Radio Central Bldg.<br>Main 5383 | NBC | Maj. Louis Wasmer (on leave)<br>Harvey Wixson<br>Harvey Wixson | Curtis Roberts<br>Harvey Wixson<br>G. E. Grady | Petry<br>Associated<br>MacGregor<br>AP |
| TACOMA 3 | KMO | 1360 | 5,000 | Carl E. Haymond<br>914 Broadway<br>Main 4144 | MBS<br>Don Lee<br>Pacific | Carl E. Haymond<br>James A. Murphy<br>Jerry Geehan | Verne E. Sawyer<br>Seymour O. Spring<br>J. D. Kolesar | McGillvra<br>Keating<br>Associated<br>World<br>UP |
| TACOMA 2 | KTBI | 1490 | 250 | Tacoma Broadcasters Inc.<br>Puget Sound Bank Bldg.<br>Broadway 2241 | .... | C. C. Cavanaugh<br>C. C. Cavanaugh<br>Harry Atwood | Peggy Mahaffay<br>Gordon Bjork<br>Joe P. Ernst | Cox & Tanz<br>Standard<br>AP, UP |
| TACOMA 2 | KVI | 570 | 5,000 | Puget Sound Bcstg. Co. Inc.<br>Rust Bldg.<br>Broadway 4211 | .... | Vernice Irwin<br>Vernice Irwin<br>Earl T. Irwin | Lawrence Huseby<br>..............<br>Raymond Griese | Hollingbery<br>MacGregor<br>Associated<br>Lang-Worth<br>AP |
| VANCOUVER | KVAN | 910 | 500-D | Vancouver Radio Corp.<br>707½ Main St.<br>150 | .... | Sheldon F. Sackett<br>Ben E. Stone<br>Marion Sexton | Sylvia Chandler<br>Frank J. Coumont<br>S. W. McCready | ..............<br>Standard<br>Lang-Worth<br>UP |
| WALLA WALLA | KUJ | 1420 | 1,000 | KUJ Inc.<br>Second & Rose<br>1230 | .... | H. E. Studebaker<br>H. E. Studebaker<br>Norval Armes | Vernon Emerson<br>Norval Armes<br>Milton MacLafferty | Wilson<br>Keating<br>World<br>UP |
| WENATCHEE | KPQ | 560 | 1,000 | Wescoast Broadcasting Co.<br>Wenatchee<br>45 | Blue | Rogan Jones<br>Helen B. Wylie<br>.............. | ..............<br>..............<br>.............. | McGillvra<br>Keating<br>Thesaurus<br>UP |
| YAKIMA | KIT | 1280 | 1,000 | Carl E. Haymond<br>414½ E. Yakima Ave.<br>8115 | MBS<br>Don Lee<br>Pacific | Carl E. Haymond<br>James A. Murphy<br>Harrison A. Miller | C. H. Carlson<br>William B. Hansen<br>H. B. Murphy | McGillvra<br>Keating<br>Associated<br>World<br>UP |

## WEST VIRGINIA

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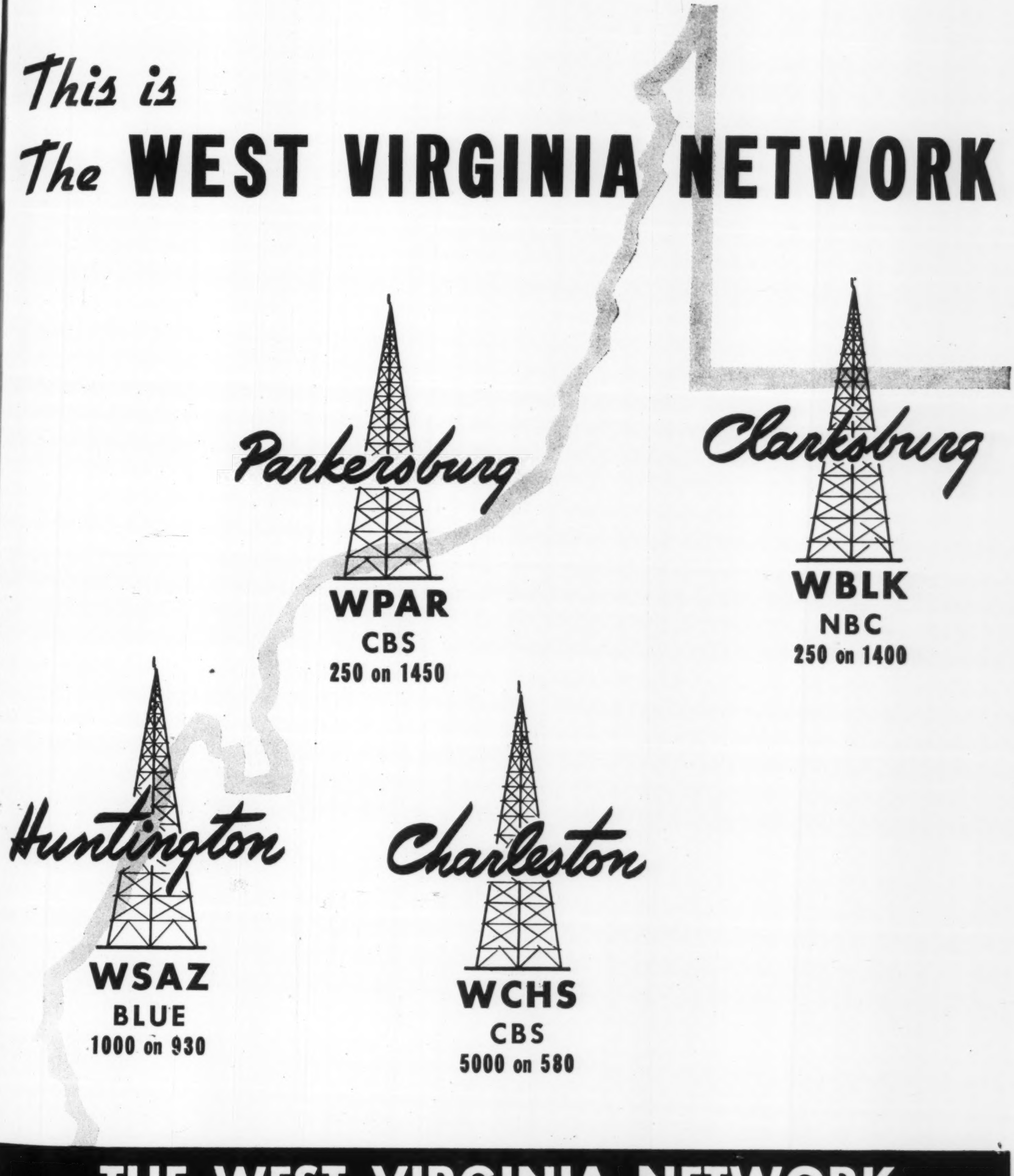
|---|---|---|---|---|---|---|---|---|
| BECKLEY | WJLS | 1240 | 250 | Joe L. Smith Jr.<br>WJLS Bldg.<br>7311 | CBS | Joe L. Smith Jr.<br>Herbert Kendrick<br>Herbert Kendrick | Louis Rigsbee<br>Louis Rigsbee<br>Al Ginkel | Burn-Smith<br>Associated<br>Thesaurus<br>UP |
| BLUEFIELD | WHIS | 1440 | 1,000-LS<br>500-N | Daily Telegraph Printing Co.<br>623 Commerce St.<br>7114 | NBC | H. I. Shott<br>J. Lindsey Alley<br>J. Lindsey Alley | Stuart Odell Jr.<br>..............<br>Pat T. Flanagan | Katz<br>World<br>UP |
| CHARLESTON 24 | WCHS | 580 | 5,000 | Charleston Broadcasting Co.<br>1016 Lee St.<br>28-131 | CBS<br>W. Va. | Comdr. John A. Kennedy (on leave)<br>Howard L. Chernoff<br>Marshall Rosene | Joseph J. Herget<br>Sam Molen<br>Odes E. Robinson | Branham<br>Standard<br>AP, UP |
| CHARLESTON 1 | WGKV | 1490 | 100 | Kanawha Valley Bcstg. Co.<br>208 Dickinson St.<br>37-541 | NBC | Worth Kramer<br>Worth Kramer<br>Robert Bowles | Joseph B. Matthews<br>Julius Glass<br>Odes E. Robinson | McGillvra<br>Thesaurus<br>UP |
| CLARKSBURG | WBLK | 1400 | 250 | Charleston Broadcasting Co.<br>444½ W. Pike St.<br>3040 | NBC<br>W. Va. | Comdr. John A. Kennedy (on leave)<br>G. C. Blackwell<br>G. C. Blackwell | Don McWhorter<br>G. C. Blackwell<br>Joseph A. Wright | Branham<br>Standard<br>AP, UP |

# *This is* The WEST VIRGINIA NETWORK



Parkersburg
Clarksburg
Huntington
Charleston

**WPAR**
CBS
250 on 1450

**WBLK**
NBC
250 on 1400

**WSAZ**
BLUE
1000 on 930

**WCHS**
CBS
5000 on 580

## THE WEST VIRGINIA NETWORK

JOHN A. KENNEDY
PRESIDENT

HOWARD L. CHERNOFF
MANAGING DIRECTOR

*National Representatives,* THE BRANHAM COMPANY

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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|---|---|---|---|---|---|---|---|---|
| **FAIRMONT** | WMMN | 920 | 5,000 | Monongahela Valley Bcstg. Co.<br>208 Adams St.<br>3100 | CBS | Lt. Comdr. George B. Storer (on leave)<br>Stanton P. Kettler<br>Stanton P. Kettler | John S. MacKercher<br>..............<br>Robert D. Hough | Blair<br>Lang-Worth<br>Standard<br>AP |
| **HUNTINGTON 18** | WSAZ | 930 | 1,000 | WSAZ Inc.<br>929½ Fourth Ave.<br>4106 | Blue<br>W. Va. | Comdr. John A. Kennedy (on leave)<br>F. J. Evans<br>John L. Henry | William O. Aldridge<br>Charles V. Fuller<br>John Csensich | Branham<br>World<br>AP |
| **LOGAN** | WLOG | 1230 | 250 | Clarence H. Frey & Robt. O. Greever<br>Drawer 720<br>540 | .... | ..............<br>..............<br>.............. | ..............<br>..............<br>.............. | ..............<br>Standard<br>UP |
| **MORGANTOWN** | WAJR | 1230 | 250 | West Virginia Radio Corp.<br>440 Spruce St.<br>9488 | .... | H. C. Greer<br>Henry B. McNaughton<br>Frank T. Gregg | Clara M. Mutter<br>Henry B. McNaughton<br>R. C. Spence | Forjoe<br>World<br>UP |
| **PARKERSBURG** | WPAR | 1450 | 250 | Ohio Valley Broadcasting Corp.<br>Grinter Bldg.<br>2530 | CBS<br>W. Va. | Comdr. John A. Kennedy (on leave)<br>George H. Clinton<br>George H. Clinton | Carl Loose<br>Tom Garten<br>Cecil Knowles | Branham<br>Standard<br>AP, UP |
| **WELCH** | WBRW | 1340 | 250 | McDowell Service Co.<br>10 Riverside Drive<br>818 | .... | John W. Blakely<br>Ralph J. Nash<br>Ralph J. Nash | John Villani<br>Ralph J. Nash<br>John E. Timberlake | Forjoe<br>Associated<br>AP |
| **WHEELING** | WKWK | 1400 | 250 | Community Broadcasting Inc.<br>16th & Market Sts.<br>5320 | CBS | Joe L. Smith Jr.<br>John B. Reynolds<br>John T. Gelder | Albert Albinger<br>..............<br>Fred Baker | Spot Sales<br>Standard<br>UP |
| **WHEELING** | WWVA | 1170 | 50,000 | West Virginia Broadcasting Corp.<br>Hawley Bldg.<br>5383 | Blue | Lt. Comdr. George B. Storer (on leave)<br>George W. Smith<br>Paul J. Miller | Lucien B. Clawson<br>Ruth Lee Miller<br>Edwin L. Keim | Blair<br>Thesaurus<br>AP |
| **WILLIAMSON** | WBTH | 1400 | 250 | Williamson Broadcasting Corp.<br>Second Ave. at Court St.<br>1241 | .... | G. W. Taylor<br>Alice Shein<br>Alice Shein | Alice Shein<br>..............<br>Robert Brown Ward | ..............<br>World<br>UP |

## WISCONSIN

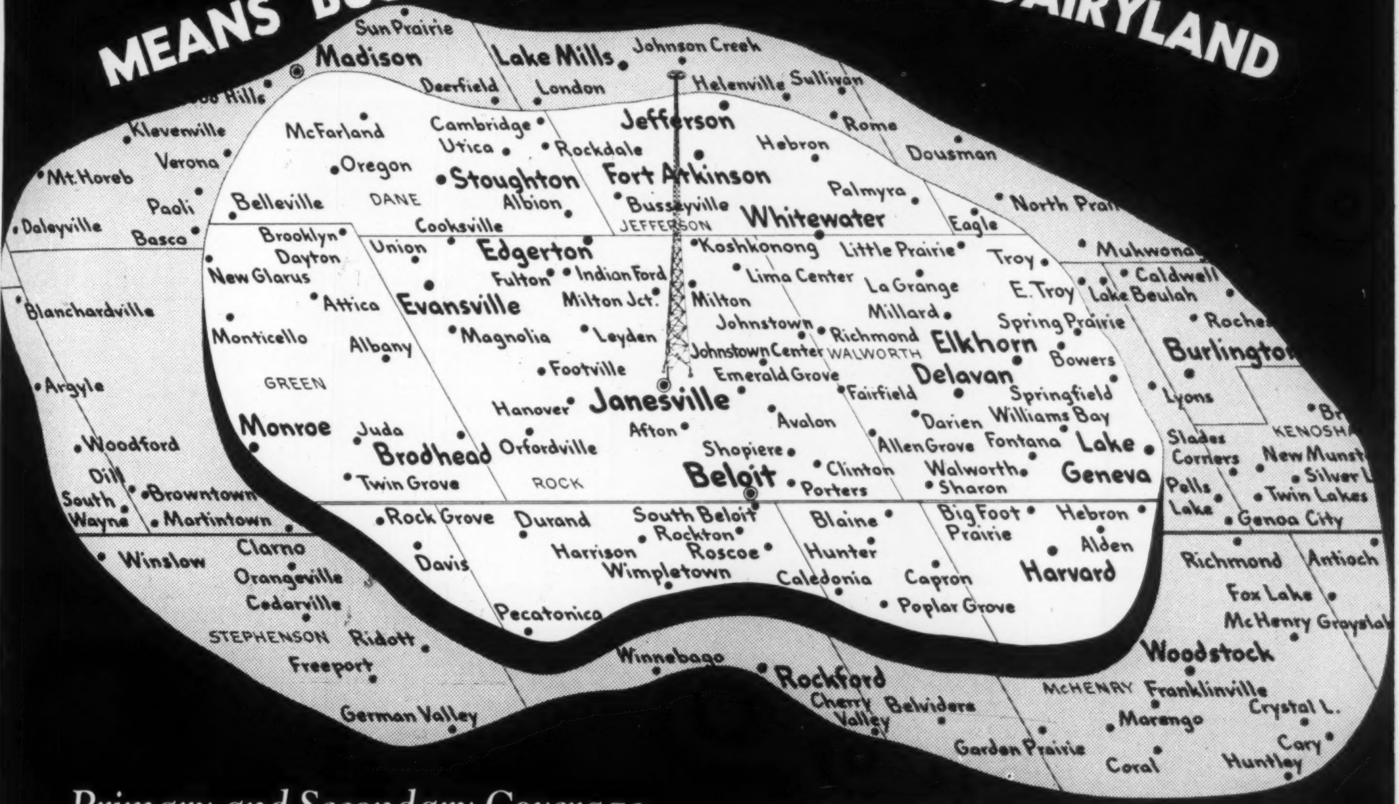
| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **APPLETON** | WHBY | 1230 | 250 | WHBY Inc.<br>600 Lawe St.<br>1161 | MBS<br>Wisconsin | Fr. James A. Wagner<br>J. L. Gallagher<br>W. C. Porsow | Rodger Mueller<br>W. C. Porsow<br>George Merkel | ..............<br>Standard<br>AP |
| **ASHLAND** | WATW | 1400 | 100 | Upper Mich.-Wisc. Bcstg. Co. Inc.<br>Northern State Bank Bldg.<br>1420 | MBS<br>No. Central | William L. Johnson<br>J. W. Huss<br>T. J. Hogan | Harry Wills<br>J. W. Huss<br>Hine Dahlbacka | Sears & Ayer<br>UP |
| **EAU CLAIRE** | WEAU | 790 | 5,000–LS<br>1,000–N | Central Broadcasting Co.<br>203 S. Barstow St.<br>6149 | NBC<br>No. Central<br>Northwest | Walter C. Bridges<br>Walter C. Bridges<br>Clyde Riddle | James J. Hulwi<br>..............<br>Thorwald O. Jorgenson | Hollingbery<br>Lang-Worth<br>UP |
| **FOND DU LAC** | KFIZ | 1450 | 250 | Reporter Printing Co.<br>18 W. First St.<br>356 | MBS<br>Wisconsin | A. H. Lange<br>Lucille Fairbanks<br>William O'Brien | Joyce Bahr<br>..............<br>Wendell S. Meyers | ..............<br>Standard |
| **GREEN BAY** | WTAQ | 1360 | 5,000 | WHBY Inc.<br>Bellin Bldg.<br>Adams 1 | CBS | Fr. James A. Wagner<br>Haydn R. Evans<br>Val Schneider | Al Michel<br>Hugh O'Malley<br>Wallace Stengel | Weed<br>Associated<br>AP |
| **JANESVILLE** | WCLO | 1230 | 250 | Gazette Printing Co.<br>200 E. Milwaukee St.<br>2500 | MBS<br>Wisconsin | Sidney H. Bliss<br>Allan Curnutt<br>Lloyd Stafford | Kenneth Houseman<br>Allan Curnutt<br>William Havens | ..............<br>Standard<br>Lang-Worth<br>AP |
| **LACROSSE** | WKBH | 1410 | 1,000 | WKBH Inc.<br>Radio Bldg.<br>450 | NBC | Howard Dahl<br>Howard Dahl<br>.............. | Berniece Callaway<br>Howard Dahl<br>Al Leeman | Wilson<br>Lang-Worth<br>AP |
| **MADISON 6** | *WHA | 970 | 5,000–D | University of Wisconsin<br>Radio Hall, Campus<br>Badger 580 | .... | C. A. Dykstra<br>H. B. McCarty<br>Wm. G. Harley | Walter Krulevitch<br>..............<br>John H. Stiehl | ..............<br>World<br>Standard<br>AP |
| **MADISON 3** | WIBA | 1310 | 5,000 | Badger Broadcasting Co.<br>110 E. Main St.<br>Fairchild 8800 | NBC | William T. Evjue<br>Edwin C. Allen<br>.............. | Kenneth F. Schmitt<br>{C. W. Wallis<br>{Kenneth F. Schmitt<br>Norman Hahn | Wilson<br>Associated<br>UP |
| **MANITOWOC** | WOMT | 1240 | 100 | Francis M. Kadow<br>Radio Bldg.<br>5015 | .... | Francis M. Kadow<br>Francis M. Kadow<br>Maurice Dailey | George Erdman<br>Don Wodak<br>W. C. Duben | ..............<br>UP |
| **MARINETTE** | WMAM | 570 | 250–D | M & M Broadcasting Co.<br>400 Wells St.<br>570 | .... | W. E. Walker<br>Joseph D. Mackin<br>Don C. Wirth | Florence Meyers<br>..............<br>Martin R. Lund | Holman<br>Associated<br>UP |
| **MEDFORD** | WIGM | 1490 | 250 | George F. Meyer<br>Medford<br>5147 | .... | George F. Meyer<br>Irma Meyer<br>.............. | Irma Meyer<br>..............<br>Gerald J. Boos | Cox & Tanz<br>Back<br>UP |

**MEMBER MBS**

# WCLO

**WISCONSIN NETWORK**

## MEANS BUSINESS IN AMERICA'S DAIRYLAND



Sun Prairie
Madison
Lake Mills
Johnson Creek
Deerfield
London
Helenville
Sullivan
Hills
Klevenville
McFarland
Cambridge
Utica
Rockdale
Jefferson
Rome
Hebron
Mt. Horeb
Verona
Oregon
Stoughton
Fort Atkinson
Dousman
Paoli
Belleville
DANE
Albion
Bussyville
Palmyra
North Prai
Daleyville
Basco
Cooksville
JEFFERSON
Whitewater
Eagle
Brooklyn
Dayton
Union
Edgerton
Koshkonong
Little Prairie
Troy
Mukwona
New Glarus
Fulton
Indian Ford
Lima Center
Caldwell
Blanchardville
Attica
Evansville
Milton Jct.
Milton
La Grange
E. Troy
Lake Beulah
Millard
Monticello
Albany
Magnolia
Leyden
Johnstown
Richmond
Spring Prairie
Roches
Johnstown Center
WALWORTH
Elkhorn
Bowers
Burlingto
GREEN
Footville
Emerald Grove
Delavan
Argyle
Hanover
Janesville
Fairfield
Springfield
Lyons
Williams Bay
Br
Monroe
Juda
Afton
Avalon
Darien
KENOSHA
Woodford
Brodhead
Orfordville
Shopiere
Allen Grove
Fontana
Lake
Slades Corners
New Munst
Dill
Twin Grove
ROCK
Beloit
Clinton
Walworth
Geneva
Silver L
South Wayne
Browntown
Porters
Sharon
Pells Lake
Twin Lakes
Martintown
Rock Grove
Durand
South Beloit
Blaine
Big Foot Prairie
Hebron
Genoa City
Winslow
Clarno
Rockton
Alden
Orangeville
Davis
Harrison
Roscoe
Hunter
Richmond
Antioch
Cedarville
Wimpletown
Caledonia
Capron
Harvard
Fox Lake
Poplar Grove
STEPHENSON
Ridott
Pecatonica
McHenry
Grayslak
Freeport
Winnebago
Rockford
Woodstock
Cherry Valley
Belvidere
MCHENRY
Franklinville
German Valley
Crystal L.
Marengo
Garden Prairie
Coral
Cary
Huntley

*Primary and Secondary Coverage*

.5 M/V CERTIFIED PRIMARY COVERAGE

.1 M/V CERTIFIED SECONDARY COVERAGE

290-FT. VERTICAL TRUSCON TOWER—5 MILE RADIAL COPPER GROUND SYSTEM AND MODERN HIGH FIDELITY 250 WATT WESTERN ELECTRIC TRANSMITTER

**1230 KC -- 250 WATTS -- UNLIMITED**

**BASIC DIVERSIFIED INDUSTRY INSURES PERMANENT EMPLOYMENT**

### WCLOAREA *Home of*

- Parker Pen Co.
- Chevrolet
- Rock River Woolen Mills
- Highway Trailer Co.
- Borg Industries
- Beloit Iron Works
- Warner Electric Brakes
- Fairbanks-Morse
  - —Diesel Engines
  - —Farm Lighting Equipment
  - —Airconditioning
- Baker Mfg. Co.
- James Mfg. Co.
- P. B. Yates Co.

*(Space Limits Complete Listing)*

**Gazette Printing Co.** *Owners and Operators*

RADIO STATION WCLO JANESVILLE DAILY GAZETTE

Janesville, Wisconsin

## *Market Data*

| | ▭ Primary | ▨ Secondary | Total |
|---|---|---|---|
| Population | 201,129 | 109,522 | 310,651 |
| Families | 57,181 | 30,568 | 87,749 |
| Radio Homes | 53,928 | 28,800 | 82,728 |
| Total Retail Stores | 3,492 | 1,252 | 4,744 |
| Total Retail Sales | $76,015 | $27,369 | $103,384 |
| Total Food Stores | 774 | 252 | 1,026 |
| Total Food Sales | $19,050 | $ 6,246 | $ 25,296 |
| General Merchandise Stores | 83 | 28 | 111 |
| General Merchandise Sales | $ 5,601 | $ 2,307 | $ 7,908 |
| Total Apparel Stores | 176 | 76 | 252 |
| Total Apparel Sales | $ 3,205 | $ 1,312 | $ 4,517 |
| Total Drug Stores | 100 | 38 | 138 |
| Total Drug Sales | $ 2,314 | $ 813 | $ 3,127 |

(Sales Expressed in Thousands of Dollars)

Based on data compiled by Department of Research under direction of Research Committee of the National Association of Broadcasters Inc., Washington, D. C., October, 1943.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
*LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization*
*(Data corrected to January 1, 1944)*

## WISCONSIN—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| **MILWAUKEE 3**...... | WEMP | 1340 | 250 | Milwaukee Broadcasting Co.<br>710 N. Plankinton Ave.<br>Marquette 7722 | Blue | Glenn D. Roberts<br>Charles J. Lanphier<br>Charles J. Lanphier | Conrad C. Rice<br>Conrad C. Rice<br>Raymond H. Host | Wilson<br>UP |
| **MILWAUKEE 1**...... | WISN | 1150 | 5,000 | Hearst Radio Inc.<br>123 W. Michigan<br>Daly 3900 | CBS | E. M. Stoer<br>G. W. Grignon<br>G. W. Grignon | W. O. Dreyfus<br>Robert J. Meyer<br>N. J. Richard | Katz<br>Standard<br>World<br>INS, UP |
| **MILWAUKEE 1**...... | WTMJ | 620 | 5,000 | The Journal Co.<br>333 W. State St.<br>Marquette 6000 | NBC | Walter J. Damm<br>L. W. Herzog<br>.............. | R. G. Winnie<br>Paul Coates<br>D. W. Gellerup | Petry<br>Associated<br>MacGregor<br>AP |
| **OSHKOSH**.......... | WOSH | 1490 | 250 | Oshkosh Broadcasting Co.<br>151½ Main St.<br>4580 | Blue | Myles H. Johns<br>Ben A. Laird<br>.............. | Marjorie Hilliard<br>..............<br>Nathan Williams | Wilson<br>Standard<br>AP, UP |
| **POYNETTE**......... | WIBU | 1240 | 250 | William C. Forrest<br>Poynette<br>97R5 | MBS<br>Wisconsin | William C. Forrest<br>William C. Forrest<br>Ralph O'Connor | Sarah Forrest<br>Ralph O'Connor<br>Leonard Doese | Holman<br>Standard<br>UP |
| **RACINE**............ | WRJN | 1400 | 250 | Racine Broadcasting Corp.<br>441 Main St.<br>Jackson 290 | MBS<br>Wisconsin | F. R. Starbuck<br>H. J. Newcomb<br>H. J. Newcomb | H. S. Mann Jr.<br>..............<br>F. Lee Dechant | Walker<br>INS |
| **RICE LAKE**......... | WJMC | 1240 | 250 | W. H. McGenty<br>401 N. Main St.<br>550 | .... | W. H. McGenty<br>Ralph W. Thompson<br>Ralph W. Thompson | Ralph W. Thompson<br>Ralph W. Thompson<br>Albert Bertha | Cox & Tanz<br>TP |
| **SHEBOYGAN**........ | WHBL | 1330 | 1,000–LS<br>250–N | Press Publishing Co.<br>626 Center Ave.<br>1900 | MBS<br>Wisconsin | C. E. Broughton<br>H. H. Born<br>G. P. Richards | Mona J. Pape<br>H. H. Born<br>Herbert J. Mayer | Pearson<br>Standard<br>UP |
| **STEVENS POINT**.... | *WLBL | 930 | 5,000–D | Wisconsin Dept. of Agriculture<br>Reserve St.<br>Main 525 | .... | State of Wisconsin<br>F. R. Calvert<br>.............. | William P. Wichmann<br>..............<br>Walter Ninneman | ..............<br>AP |
| **SUPERIOR**.......... | WDSM | 1230 | 250 | WDSM Inc.<br>Board of Trade Bldg.<br>4451 | MBS<br>Blue<br>No. Central | James J. Conroy<br>Robert D. Kennedy<br>Edward R. Cluett | Elma De Meire<br>Jay A. Lurye<br>J. Melvin Laskey | Rambeau<br>Associated |
| **WAUSAU**.......... | WSAU | 1400 | 250 | Northern Broadcasting Co., Inc.<br>125 Third St.<br>6521 | MBS<br>Wisconsin | Maj. William E. Walker (on leave)<br>Ben F. Hovel<br>Joseph W. Killeen | Don R. Burt<br>Robert Frey<br>Roland Richardt | ..............<br>Thesaurus<br>UP |
| **WISCONSIN RAPIDS** | WFHR | 1340 | 250 | William F. Huffman<br>141 W. Grand Ave.<br>1340 | MBS<br>Wisconsin | William F. Huffman<br>George T. Frechette<br>Bruce G. Beichl | Bert Mulroy<br>George T. Frechette<br>Garth N. Bowker | ..............<br>Standard<br>AP |

## WYOMING

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| **CASPER**............ | KDFN | 1470 | 1,000 | Donald L. Hathaway<br>First & Lennox Sts.<br>407 | .... | Donald L. Hathaway<br>Donald L. Hathaway<br>Donald L. Hathaway<br>Harrison Brewer | Marcus R. Nichols<br>..............<br>.............. | Sears & Ayer<br>Griffith<br>Lang-Worth<br>UP |
| **CHEYENNE**......... | KFBC | 1240 | 250 | Frontier Broadcasting Co.<br>Plains Hotel<br>4461 | Blue | Tracy S. McCraken<br>William C. Grove<br>William C. Grove<br>William C. Grove | Margaret O'Brien<br>Charles E. Hopkins<br>Gaal Barrett | Burn-Smith<br>UP |
| **POWELL**............ | KPOW | 1230 | 250 | Albert Joseph Meyer<br>557 N. Clark St.<br>222 | .... | Albert Joseph Meyer<br>A. J. Meyer<br>.............. | Rosemary Meyer<br>Rosemary Meyer<br>Del Brandt | Griffith<br>Sears & Ayer<br>Standard<br>UP |
| **ROCK SPRINGS**..... | KVRS | 1400 | 250 | Wyoming Broadcasting Co.<br>1307 Wyoming St.<br>93 | .... | Mrs. H. L. McCracken<br>Harold L. McCracken<br>.............. | Michael Reid<br>..............<br>Archie W. Buchanan | Griffith<br>Thesaurus<br>AP |
| **SHERIDAN**......... | KWYO | 1400 | 250 | Big Horn Broadcasting Co.<br>19 N. Main St.<br>601 | .... | R. E. Carroll<br>Jim Carroll<br>Jim Carroll | Mel Hallock<br>Jim Carroll<br>Bob Crossthwaite | Sears & Ayer<br>Griffith<br>Standard<br>UP |

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
*LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
*(Data corrected to January 1, 1944)*

## (Territories and Possessions)

## ALASKA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| **ANCHORAGE**....... | KFQD | 790 | 1,000 | Alaska Broadcasting Co. | .... | Wm. J. Wagner<br>Wm. J. Wagner<br>.............. | ..............<br>..............<br>Wm. J. Wagner | Griffith<br>Lang-Worth |

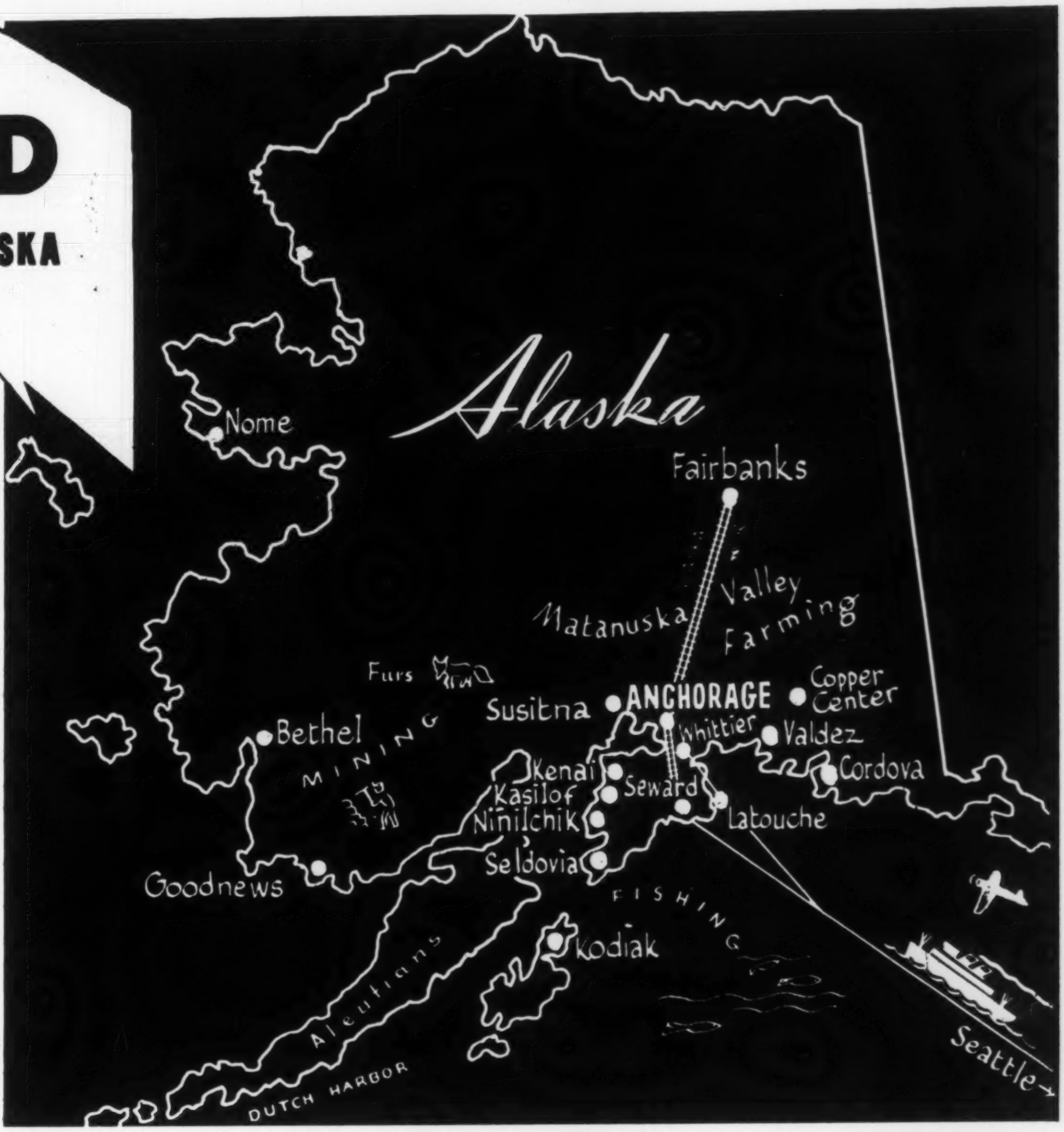
# *Got Pioneering Blood in Your Veins?*

**Get into America's newest, undeveloped market through**

# KFQD

**ANCHORAGE, ALASKA**

## 790 KC
## 1000 W


Alaska
Nome
Fairbanks
Matanuska Valley Farming
Furs
Susitna
ANCHORAGE
Copper Center
Whittier
Valdez
Cordova
Bethel
MINING
Kenai
Kasilof
Seward
Ninilchik
Latouche
Seldovia
Goodnews
FISHING
Kodiak
Aleutians
DUTCH HARBOR
Seattle→

### *First in Alaska!*

Here's the opportunity you've dreamed about — a booming territory with large buying power and a need for every kind of product. Reach it through Station KFQD.

KFQD blankets Alaska's most important metropolitan - industrial area. Anchorage, the "News Center of Alaska," is the hub of a heavily populated railbelt . . . headquarters of the Alaska Railroad, Alaska Airlines,* Civil Aeronautic Authority, Alaska Defense Command and many other major industries of Alaska which include: Fishing, canning, fur trapping, mining, lumbering, shipping and transportation.

The oldest station in Alaska (May, 1924), KFQD has proved to be the Territory's most outstanding advertising medium. It's a "must" on the list of every forward-looking advertiser.

*Government figures show that the Anchorage Municipal Airport handled in one month recently 7,695 airplane landings and departures. This exceeded the air travel handled by LaGuardia Field (N. Y.), Los Angeles, San Francisco and many other leading airports for the same period.

# ALASKA BROADCASTING CO.

**NATIONAL REPRESENTATIVE: PAN AMERICAN BROADCASTING COMPANY**

330 MADISON AVE.
NEW YORK 17, N. Y.

FRED JONES, 228 NO. LaSALLE ST.
CHICAGO, ILLINOIS

HOMER GRIFFITH, 6362 HOLLYWOOD BLVD.
HOLLYWOOD, CALIFORNIA

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
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*(Data corrected to January 1, 1944)*

## (Territories and Possessions)

## ALASKA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| FAIRBANKS........ | KFAR | 610<br>SA-660 | 5,000<br>SA-10,000 | Midnight Sun Broadcasting Co.<br>508 Second Ave.<br>East 380 | .... | Austin E. Lathrop<br>Wilson K. Foster<br>Wilson K. Foster | Alvin O. Bramstedt<br>Alvin O. Bramstedt<br>August Hiebert | Free & Peters<br>World<br>AP, UP |
| JUNEAU............ | KINY | 1460 | 5,000 | Edwin A. Kraft<br>American Bldg., Seattle | .... | Edwin A. Kraft<br>Perry Hilleary<br>C. F. Ramsey | Perry Hilleary<br>..............<br>David Jefferies | Northwest<br>MacGregor<br>INS, TP |
| KETCHIKAN........ | KTKN | 930 | 1,000 | Edwin A. Kraft<br>KTKN Bldg. | .... | Edwin A. Kraft<br>Roy Grandey<br>C. F. Ramsey | Dal Williams<br>..............<br>Wally Christensen | Northwest<br>MacGregor<br>INS, TP |

## HAWAII

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| HILO............... | KHBC | 1230 | 250 | Hawaiian Bcstg. System Ltd. | CBS<br>MBS | ..............<br>..............<br>.............. | ..............<br>..............<br>.............. | ..............<br>World<br>MacGregor |
| HONOLULU 9....... | KGMB | 590 | 5,000 | Hawaiian Bcstg. System Ltd.<br>1534 Kapiolani Blvd.<br>2323 | CBS<br>MBS | J. Howard Worrall<br>J. Howard Worrall<br>.............. | Owen Cunningham<br>..............<br>Ernest Lindemann | Blair<br>Associated<br>World<br>MacGregor<br>AP |
| HONOLULU......... | KGU | 760<br>L-WJR | 2,500 | Advertiser Publishing Co. Ltd.<br>Advertiser Square<br>2311 | NBC | Lorrin P. Thurston<br>M. A. Mulrony<br>M. A. Mulrony | Kenton Case<br>Peter Simmons<br>M. A. Mulrony | Katz<br>Thesaurus<br>TP |
| LIHUE KAUAI...... | KTOH | 1490 | 250 | Garden Island Pub. Co. Ltd. | .... | ..............<br>..............<br>.............. | ..............<br>..............<br>.............. | Griffith |

## PUERTO RICO

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| MAYAGUEZ......... | WPRA | 990 | 5,000–LS<br>1,000–N | Puerto Rico Advertising Co.<br>McKinley cor. del Rio Sts.<br>269 | .... | Andres Camara<br>Andres Camara<br>Alicia Moreda | Esteban Rosado Baez<br>..............<br>Ralph P. Perry | ..............<br>TP |
| PONCE............. | WPAB | 1370 | 1,000 | Portorican-American Bcstg. Co. Inc. | .... | ..............<br>..............<br>.............. | ..............<br>..............<br>.............. | .............. |
| PONCE............. | WPRP | 1420 | 250 | Julio M. Conesa | .... | Julio M. Conesa<br>..............<br>.............. | ..............<br>..............<br>.............. | .............. |
| SAN JUAN.......... | WIAC | 580 | 5,000 | Enrique Abarca Sanfeliz | .... | Enrique Abarca Sanfeliz<br>..............<br>.............. | ..............<br>..............<br>.............. | .............. |
| SAN JUAN.......... | WKAQ | 620 | 5,000 | Radio Corp. of Porto Rico<br>Box 3746, San Juan 18<br>2014 | CBS | Leonard Jacob II<br>Edward J. Powell<br>Jose C. Irizarry | Manuel Ochoa<br>Edward J. Powell<br>Angel P. del Valle | ..............<br>Associated<br>TP |
| SAN JUAN.......... | WNEL | 1320 | 5,000 | Juan Piza | .... | Juan Piza<br>..............<br>.............. | ..............<br>..............<br>.............. | .............. |

**W-CAR**

**PONTIAC**

**MICHIGAN**

**1000 S-T-R-E-A-M-L-I-N-E-D**
**WATTS**

**1130 K.C. - - - - - - - Daytime**

That Outstanding Independent Station in Southeastern Michigan That You Hear So Much About . . . Built on Service to the Vast Numbers Who Like "News on the Hour Every Hour"—and Good Music All Day Long.

Three Million People Can Hear Us Easily—and Plenty of Them Listen . . . Hour After Hour Every Day!

# Huskier Than Ever!

# KFAR

FAIRBANKS, ALASKA

*Now—*

## 10,000 WATTS ON 660 Kc.

**Serving Alaska's armed forces and civilian workers with America's finest radio programs, and breaking new trails for Alaskan advertisers.**

# KFAR

FAIRBANKS, ALASKA

STUDIOS & OFFICES:
LATHROP BUILDING
FAIRBANKS, ALASKA

NATIONALLY REPRESENTED BY:
FREE & PETERS

*"At the head of the Highway"*

*Directory of*

# BROADCASTING STATIONS IN CANADA

***—Non-Commercial Stations.** **N—Night** **LS—Operates to Local Sunset**

**BUP—British United Press** **PN—Press News, Radio Subsidiary of Canadian Press** **TP—Transradio Press**
*(Affiliated with Associated Press)*

**NOTE—Only Basic Network Stations Are Given Network Listing. Practically All Canadian Stations Are on Either Trans-Canada or Dominion Sustaining Networks.**

## ALBERTA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| **CALGARY**........... | CFAC | 960 | 1,000 | Southam Co. Ltd.<br>Southam Bldg.<br>Renfrew 1036 | Trans-Canada<br>Foothills | Harold R. Carson<br>A. M. Cairns<br>F. R. Shaw | R. H. C. Straker<br>Gail Egan<br>E. C. Connor | All-Canada<br>Weed<br>World<br>Thesaurus<br>PN |
| **CALGARY**........... | CFCN | 1010 | 10,000 | Voice of the Prairies Ltd.<br>Toronto General Trusts Bldg.<br>Main 1161 | Dominion | H. G. Love<br>..............<br>E. H. McGuire | Ed. Maloney<br>A. W. Jones<br>Walter McLaughlin | Radio Representatives<br>Wilson<br>Standard<br>Lang-Worth<br>TP, PN, BUP |
| **CALGARY**........... | CJCJ | 1230 | 100 | Albertan Publishing Co. Ltd.<br>Renfrew Office Bldg.<br>Main 9966 | .... | G. Maxwell Bell<br>Donald H. Mackay<br>Bruce Leyden | Frank Meade<br>..............<br>Patrick Green | McGillvra |
| **EDMONTON**........ | CFRN | 1260 | 1,000 | Sunwapta Broadcasting Co. Ltd.<br>C.P.R. Bldg.<br>22101 | Dominion | G. R. A. Rice<br>G. R. A. Rice<br>A. Hopps | S. Lancaster<br>G. Reid<br>F. Makepeace | Radio Representatives<br>Wilson<br>Standard<br>BUP |
| **EDMONTON**........ | CJCA | 930 | 1,000 | Edmonton Journal Ltd.<br>Birks Bldg.<br>2-6131 | Trans-Canada<br>Foothills | Edmonton Journal Ltd.<br>Gordon S. Henry<br>Walker Blake | Reo Thomson<br>Jim Allard<br>Gordon Shillabeer | All-Canada<br>Weed<br>World<br>Thesaurus<br>PN |
| **EDMONTON**........ | *CKUA | 580 | 1,000 | University of Alberta<br>Edmonton<br>3-2233 | .... | U. of Alberta<br>..............<br>.............. | ..............<br>..............<br>J. W. Porteous | .............. |
| **GRANDE PRAIRIE**... | CFGP | 1340 | 250 | Northern Broadcasting Corp. Ltd.<br>Grande Prairie | Foothills | C. L. Berry<br>C. L. Berry<br>C. L. Berry | G. H. Cummings<br>G. H. Cummings<br>Oswald Thorkelson | All-Canada<br>Weed<br>BUP |
| **LETHBRIDGE**....... | CJOC | 1060 | 1,000 | Lethbridge Broadcasting Ltd.<br>Marquis Hotel<br>3161 | Trans-Canada<br>Foothills | William Watson<br>Norman Botterill<br>R. V. Staples | C. A. Perry<br>B. Balderson<br>Jack C. Stewart | All-Canada<br>Weed<br>Thesaurus<br>PN |

## BRITISH COLUMBIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| **CHILLIWACK**....... | CHWK | 1340 | 100 | Chilliwack Bcstg. Co. Ltd.<br>16 Wellington Ave.<br>6106 | Dominion | Casey Wells & Jack Pilling<br>Casey Wells<br>Jack Pilling<br>.............. | ..............<br>W. Teetzel<br>J. Pilling | .............. |
| **KAMLOOPS**......... | CFJC | 910 | 1,000 | Kamloops Sentinel Ltd.<br>310 St. Paul St.<br>1021 | Trans-Canada | Ralph E. White<br>Ian Clark<br>Win McCaul | Jack Carbutt<br>Jack Carbutt<br>Alfred G. Laird | All-Canada<br>Weed |
| **KELOWNA**.......... | CKOV | 630 | 1,000 | Okanagan Broadcasters Ltd.<br>Box 1515<br>200 | Trans-Canada | J. W. B. Browne<br>J. W. B. Browne<br>Miss M. E. Royle | C. G. Elphicke<br>C. G. Elphicke<br>J. H. B. Browne | All-Canada<br>Weed<br>Thesaurus<br>PN |
| **NELSON**............ | CKLN | 1240 | 250 | News Publishing Co. Ltd.<br>Box 250<br>19 | .... | News Publishing Co. Ltd.<br>Hume A. Lethbridge<br>Hume A. Lethbridge | ..............<br>..............<br>R. I. Walker | Stovin & Wrigh<br>Standard |
| **PRINCE RUPERT**.... | CFPR | 1240 | 50 | (Leased by CBC)<br>336 Second Ave. | .... | CBC-Dr. Augustin Frigon<br>C. H. Insulander<br>.............. | ..............<br>..............<br>C. H. Insulander | CBC<br>Stovin & Wrigh |
| **TRAIL**.............. | CJAT | 610 | 1,000 | Kootenay Bcstg. Co. Ltd.<br>815 Victoria St.<br>737 | Trans-Canada | B. A. Stimmel<br>Walter Dales<br>Norman A. Harrod | Frank E. Fleming<br>H. Potosky<br>Eric C. Aylen | All-Canada<br>Weed<br>Thesaurus |
| **VANCOUVER**........ | CBR | 1130 | 5,000 | Canadian Broadcasting Corp.<br>Hotel Vancouver | Trans-Canada | CBC-Dr. Augustin Frigon<br>Ira Dilworth | Ernest Morgan<br>.............. | CBC<br>PN, BUP |
| **VANCOUVER**........ | CJOR | 600 | 1,000 | CJOR Ltd.<br>846 Howe St.<br>Marine 6464 | .... | G. C. Chandler<br>G. C. Chandler<br>D. E. Laws | Ross Mortimer<br>Velva Hayden<br>.............. | Stovin & Wrigh<br>McGillvra<br>Thesaurus<br>BUP |
| **VANCOUVER**........ | CKMO | 1410 | 100 | B. C. Broadcasting System Ltd.<br>812 Robson St.<br>Marine 1271 | .... | Mrs. R. J. Sprott<br>W. R. Gardner<br>W. R. Gardner | T. A. Rannie<br>W. R. Gardner<br>Ross L. Whiteside | Radio Representatives<br>Wilson<br>BUP |
| **VANCOUVER**........ | CKWX | 980 | 1,000 | Western Broadcasting Co. Ltd.<br>543 Seynour St.<br>Marine 3344 | Dominion | A. Holstead<br>Frank H. Elphicke<br>.............. | Stuart MacKay<br>Douglas Durkin<br>Earle Connor | All-Canada<br>Weed<br>Lang-Worth<br>World<br>PN |
| **VICTORIA**.......... | CJVI | 1480 | 500 | Island Broadcasting Co. Ltd.<br>Cor. View & Broad Sts.<br>Garden 2014 | Dominion | ..............<br>M. V. Chesnut<br>M. V. Chesnut | A. R. Smith<br>Barry Wood<br>Joe Sommers | All Canada<br>Weed<br>Thesaurus<br>PN |

B.U.P.

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BRITISH
UNITED PRESS

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### Leased Wire

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●

**British United Press Features Have Proven Sponsorship Appeal**

●

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Have Built Up and Are Still Building
Large Audiences for Canada's
Private Stations From
Coast to Coast

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**The World's Biggest News**

Head Office: 231 St. James St., West, Montreal, P. Q.

# DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night. LS—Operates to Local Sunset.

## MANITOBA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| BRANDON | CKX | 1150 | 1,000 | Manitoba Telephone System<br>Eighth St. & Princess Ave.<br>4532 | Dominion | J. E. Lowry<br>W. F. Seller<br>.............. | Eric Davies<br>..............<br>C. E. R. Collins | Stovin & Wright<br>McGillvra<br>Thesaurus<br>BUP |
| FLIN FLON | CFAR | 1230 | 250 | Arctic Radio Corp. Ltd.<br>75 Hill St.<br>290 | .... | J. Gray Mundie<br>R. H. Wright<br>R. H. Wright | John Schroeder<br>John Schroeder<br>R. J. Tate | Stovin & Wright<br>McGillvra<br>World<br>TP |
| WINNIPEG | CJGX | 1460 | 1,000 | **(See Yorkton Sask.)** | | | | |
| WINNIPEG | CKRC | 630 | 1,000 | Transcanada Communications Ltd.<br>Free Press Bldg.<br>92-266 | Dominion | Clifford Sifton<br>Gerry Gaetz<br>W. J. Holden | J. D. Kemp<br>..............<br>A. W. Hooper | All-Canada<br>Weed<br>Lang-Worth<br>World<br>BUP, PN |
| WINNIPEG | CKY | 990 | 15,000 | Manitoba Telephone System<br>Telephone Bldg.<br>92-391 | Trans-Canada | Manitoba Telephone System<br>W. H. Backhouse<br>A. J. Messner | R. H. Roberts<br>W. G. Carpentier<br>W. A. Duffield | Stovin<br>McGillvra<br>Thesaurus<br>BUP |

## NEW BRUNSWICK

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| CAMPBELLTON | CKNB | 950 | 1,000 | Restigouche Bcstg. Co. Ltd.<br>Box 840<br>8 | .... | Dr. Charles H. Houde<br>C. S. Chapman<br>.......... | ..............<br>..........<br>L. P. Paquet | All-Canada |
| FREDERICTON | CFNB | 550 | 1,000 | James S. Neill & Sons Ltd.<br>Fredericton<br>209 | Trans-Canada | John Neill<br>J. Stewart Neill<br>J. Stewart Neill | C. G. Stillwell<br>Austin Moore<br>G. B. Cassidy | All-Canada<br>Weed<br>Thesaurus<br>BUP |
| MONCTON | CKCW | 1400 | 250 | Moncton Bcstg. Co. Ltd.<br>Knights of Pythias Hall<br>3388 | Trans-Canada | Maj. J. L. Black<br>F. A. Lynds<br>F. A. Lynds | E. McCarron<br>..........<br>J. White | Stovin & Wright<br>McGillvra<br>World<br>BUP |
| SACKVILLE | CBA | 1070 | 50,000 | Canadian Broadcasting Corp.<br>United Service Bldg., Halifax, N. S.<br>3-6188 | Trans-Canada | CBC—Dr Augustin Frigon<br>George R. Young<br>E. A. Weir, Toronto | S. R. Kennedy<br>..........<br>H. M. Smith | CBC<br>PN, BUP |
| ST JOHN | CHSJ | 1150 | 1,000 | New Brunswick Bcstg. Co. Ltd.<br>14 Church St.<br>3-2307 | Trans-Canada | H. P. Robinson<br>L. C. Rudolf<br>George Cromwell | Willard King<br>George Cromwell<br>J. G. Bishop | Stovin & Wright<br>McGillvra<br>World<br>PN |

THE DANCE PARADE OF 1944

Never in the history of radio broadcasting has any transcription service delivered such value. Read the full story on page 339.

LANG-WORTH, Inc.

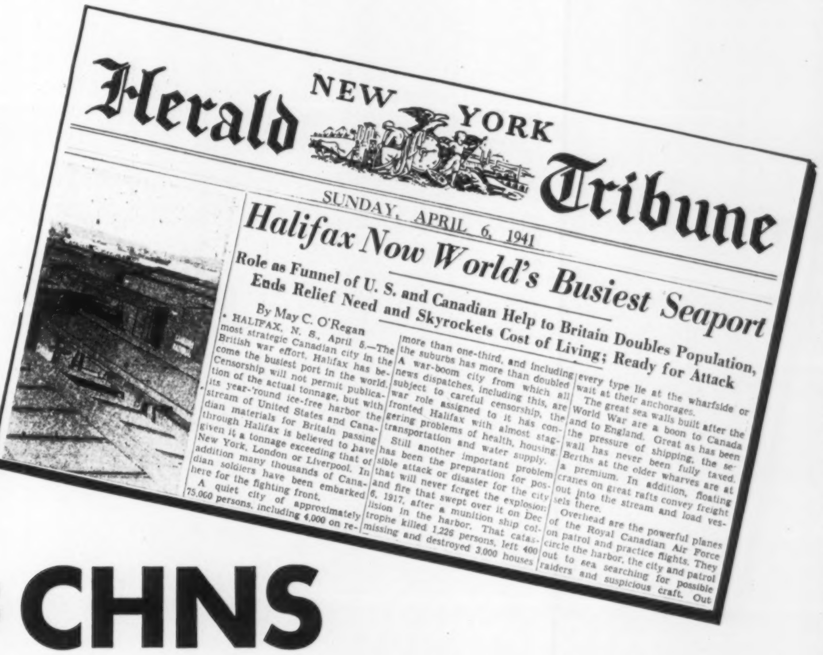
420 MADISON AVE., NEW YORK

# DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night. LS—Operates to Local Sunset.

## NOVA SCOTIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| ANTIGONISH....... | CJFX | 580 | 1,000 | Atlantic Broadcasters Ltd.<br>Broadcasting Bldg.<br>66 | .... | D. MacCormack<br>J. Clyde Nunn<br>J. Clyde Nunn | T. C. Robertson<br>D. L. Gallivan<br>Gordon C. MacDougall | Alexander |
| HALIFAX........... | CHNS | 960 | 1,000 | Maritime Broadcasting Co. Ltd.<br>Broadcasting House<br>3-8318 | Trans-Canada | Andrew W. Robb<br>Maj. William C. Borrett<br>Margaret Forrest | Fletcher Coates<br>..........<br>Arthur Greig | All-Canada<br>Weed<br>Thesaurus<br>Lang-Worth<br>PN, BUP |
| SYDNEY........... | CJCB | 1270 | 1,000 | Eastern Broadcasters Ltd.<br>Radio Bldg.<br>209 | Trans-Canada | N. Nathanson<br>N. Nathanson<br>M. Grant | Lloyd MacInnis<br>Charles MacDougall<br>Alfred Vernon | All-Canada<br>Weed<br>Thesaurus<br>PN |
| YARMOUTH........ | CJLS | 1340 | 100 | Gateway Broadcasting Co.<br>Radio Bldg.<br>500 | .... | Laurie L. Smith<br>Laurie L. Smith<br>Laurie L. Smith | ..............<br>..........<br>Donald L. Smith | All-Canada<br>Weed<br>TP |



Herald NEW YORK Tribune

SUNDAY, APRIL 6, 1941

### Halifax Now World's Busiest Seaport

**Role as Funnel of U. S. and Canadian Help to Britain Doubles Population, Ends Relief Need and Skyrockets Cost of Living; Ready for Attack**

By May C. O'Regan

HALIFAX, N. S., April 5.—The most strategic Canadian city in the British war effort, Halifax has become the busiest port in the world. Censorship will not permit publication of the actual tonnage, but with its year-'round ice-free harbor the stream of United States and Canadian materials for Britain passing through Halifax is believed to have given it a tonnage exceeding that of New York, London or Liverpool. In addition many thousands of Canadian soldiers have been embarked here for the fighting front.

A quiet city of approximately 75,000 persons, including 4,000 on relief, has increased its population by more than one-third, and including the suburbs has more than doubled.

A war-boom city from which all news dispatches, including this, are subject to careful censorship, the war role assigned to it has confronted Halifax with almost staggering problems of health, housing, transportation and water supply.

Still another important problem has been the preparation for possible attack or disaster for the city that will never forget the explosion and fire that swept over it on Dec. 6, 1917, after a munition ship collision in the harbor. That catastrophe killed 1,226 persons, left 400 missing and destroyed 3,000 houses

every type lie at the wharfside or wait at their anchorages.

The great sea walls built after the World War are a boon to Canada and to England. Great as has been the pressure of shipping, the sea wall has never been fully taxed. Berths at the older wharves are at a premium. In addition, floating cranes on great rafts convey freight out into the stream and load vessels there.

Overhead are the powerful planes of the Royal Canadian Air Force on patrol and practice flights. They circle the harbor, the city and patrol out to sea searching for possible raiders and suspicious craft. Out

# HALIFAX:

# The Home of CHNS

## *And "The Front Door of Canada"*

*With the finest deep-water harbour in North America, supplemented by great ocean quays where the largest liners can dock with ease, Halifax has as well the most modern freight and passenger handling facilities, together with dry and floating docks, grain elevators, cold storage and railway services.*

*All of these make Halifax one of the world's finest ports. And it is now one of the busiest as well. For the impact of war has doubled her population, brought a great influx of new money and, as Roger Babson points out, made Halifax "one of the most improved cities from a market standpoint on the North American continent."*

*CHNS covers completely the great Halifax Market and two thirds of the licensed radio owners in the Province. Put your products on the through train to reach this greatest market of Canada's Maritime Provinces.*

***Put them on CHNS***

**MARITIME BROADCASTING COMPANY LIMITED**

***Wm. C. Borrett, Managing Director***
***Broadcasting House, Halifax, Nova Scotia***
U.S.A. Representatives: Jos. Weed & Co., 350 Madison Ave., New York
Canadian Representatives: All-Canada Radio Facilities Ltd., Montreal and Toronto

# DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night. LS—Operates to Local Sunset.

## ONTARIO

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| **BRANTFORD** | CKPC | 1380 | 100 | Telephone City Broadcast Ltd.<br>49 Colborne St.<br>625 | .... | Mrs. J. D. Buchanan<br>Mrs. J. D. Buchanan<br>Jess Jaffray | Norman Palmer<br>Jess Jaffray<br>Alfred Teague | Alexander<br>World<br>BUP |
| **BROCKVILLE** | CFBR | 1450 | 100 | J. C. Whitby<br>Fulford Bldg.<br>4628 | Dominion | J. C. Whitby<br>J. C. Whitby<br>Helen M. Everetts | J. C. Whitby<br>Louis B. Cohan<br>G. W. Andrews | Stovin & Wright<br>McGillvra |
| **CHATHAM** | CFCO | 630 | 100 | John Beardall<br>Box 275<br>2626 | Dominion | John Beardall<br>John Beardall<br>Peter A. Kirkey | ..............<br>Peter A. Kirkey<br>Gordon D. Brooks | ..............<br>BUP |
| **FORT WILLIAM** | CKPR | 580 | 1,000 | Dougall Motor Car Co. Ltd.<br>S. May St.<br>South 315 | Trans-Canada | H. F. Dougall<br>Ralph H. Parker<br>.............. | ..............<br>..............<br>.............. | Radio Representatives<br>Wilson<br>Thesaurus<br>PN |
| **HAMILTON** | CHML | 900 | 1,000 | Maple Leaf Radio Co. Ltd.<br>Piggot Bldg.<br>7-1539 | Dominion | A. C. Hardy<br>Kenneth D. Soble<br>Tom Darling | Stuart Kenney<br>Tom Darling<br>William Crawford | McGillvra<br>Stovin & Wright<br>Associated<br>Standard<br>PN |
| **HAMILTON** | CKOC | 1150 | 1,000–LS<br>500-N | Wentworth Radio Bcstg. Co. Ltd.<br>32 John St. N.<br>7-4484 | .... | H. R. Carson<br>W. T. Cranston<br>William Guild | J. Lyman Potts<br>R. Amos<br>L. Horton | All-Canada<br>Weed<br>World<br>Thesaurus<br>BUP |
| **KENORA** | CJRL | 1220 | 1,000 | Kenora Broadcasting Co. Ltd.<br>Kenricia Hotel<br>717 | Dominion | James Richardson & Sons Ltd.<br>Howard G. Clark<br>Howard G. Clark | Murray C. Cooke<br>William E. Savage<br>John Bull | Stovin & Wright<br>McGillvra<br>PN |
| **KINGSTON** | *CFRC | 1490 | 100 | Queen's University<br>Kingston | .... | Queen's University<br>Prof. H. H. Stewart<br>.............. | ..............<br>..............<br>.............. | .............. |
| **KINGSTON** | CKWS | 960 | 1,000 | Allied Broadcasting Corp.<br>Whig Standard Bldg.<br>4405 | Trans-Canada | Hon. W. Rupert Davies<br>Jack Davidson<br>Roy Hoff | Charles Miller<br>..............<br>George McCurdy | Weed<br>Natl. Broadcast Sales<br>Thesaurus<br>CP |
| **KIRKLAND LAKE** | CJKL | 560 | 1,000 | Northern Broadcasting Co.<br>Arcade Bldg.<br>27 | Trans-Canada | Roy H. Thomson<br>Dan Carr<br>Al Gasson | Martin Silburt<br>..............<br>Tom Watson | Weed<br>Natl. Broadcast Sales<br>Thesaurus<br>PN |
| **KITCHENER** | CKCR | 1490 | 250 | K. W. Broadcasting Co.<br>Waterloo Trust Bldg.<br>2-1246 | .... | {W. C. Mitchell<br>{G. Liddle<br>W. C Mitchell<br>G. Liddle | Gordon Shaw<br>G. Liddle<br>Ion Hartman | Stovin & Wright<br>PN |
| **LONDON** | CFPL | 1570 | 1,000 | London Free Press Ptg. Co.<br>442 Richmond St.<br>Metcalfe 5200 | Dominion | W. J. Blackburn<br>Charles Thomas<br>.............. | Philip Morris<br>..............<br>Cecil Yorke | Stovin & Wright<br>McGillvra<br>Thesaurus<br>CP |
| **NORTH BAY** | CFCH | 600 | 100 | Northern Bcstg. Co.<br>Main St. E.<br>2400 | Trans-Canada | Roy H. Thomson<br>C O. Pickrem<br>Hugh Gage | Phil Clayton<br>..............<br>Jack Barnaby | Weed<br>Natl. Broadcast Sales<br>Thesaurus<br>PN |
| **OTTAWA** | CBO | 910 | 1,000 | Canadian Broadcasting Corp.<br>Chateau Laurier Hotel<br>2-1151 | Trans-Canada | CBC-Dr. Augustin Frigon<br>Charles P. Wright<br>E. A. Weir, Toronto | Charles P. Wright<br>..............<br>Maxted Gilbert | PN |
| **OTTAWA** | CKCO | 1310 | 1,000 | Dr. G. M. Geldert<br>272 Somerset St. W. | Dominion | Dr. G. M. Geldert<br>..............<br>.............. | ..............<br>..............<br>.............. | Stovin & Wright<br>McGillvra<br>Lang-Worth<br>Associated |
| **OWEN SOUND** | CFOS | 1400 | 250 | Grey & Bruce Bcstg. Co. Ltd.<br>904 Second Ave. E.<br>1940 | .... | Howard Fleming<br>William N. Hawkins<br>William N. Hawkins | H. Blois Witton<br>William N. Hawkins<br>William Vallins | Stovin & Wright<br>McGillvra<br>World<br>PN |
| **PARRY SOUND** | CHPS | 1450 | 250 | Gordon E. Smith<br>47 A. James St.<br>700 | .... | W. A. Mitchell<br>Gordon E. Smith (on leave)<br>W. A. Mitchell | D. M. Mitchell<br>J. Smith<br>W. A. Mitchell, acting | Stovin & Wright<br>CP |
| **PEMBROKE** | CHOV | 1340 | 250 | Ottawa Valley Bcstg. Co. Ltd.<br>197 Albert St.<br>430 | Dominion | Dan A. Jones<br>E. Gordon Archibald<br>E. Gordon Archibald | Isabel Graham<br>Tom Sarsfield<br>Samuel Panke | Stovin & Wright<br>McGillvra<br>Thesaurus<br>BUP |
| **PETERBOROUGH** | CHEX | 1430 | 1,000 | Peterborough Broadcasting Co. Ltd.<br>Examiner Bldg.<br>4641 | Dominion | Hon. W. Rupert Davies<br>Hal Cooke<br>Norman Brown | Don Insley<br>..............<br>A. E. Crump | Natl. Broadcast Sales<br>Weed<br>Thesaurus<br>PN |
| **SAULT STE. MARIE** | CJIC | 1490 | 250 | Hyland Broadcasting Co.<br>Windsor Hotel<br>3500 | .... | J. G. Hyland<br>J. G. Hyland<br>J. G. Hyland | ..............<br>V. Haft<br>M. Fisher | Alexander<br>Thesaurus<br>PN, BUP |
| **ST. CATHARINES** | CKTB | 1550 | 1,000 | Silver Spire Bcstg. Station, Ltd.<br>12 Yates St.<br>3900 | Dominion | William B. Rollason<br>Marion A. Hallett<br>Marion A. Hallett | ..............<br>..............<br>William H. Allen | Alexander<br>McGillvra<br>BUP |
| **STRATFORD** | CJCS | 1240 | 50 | Central Broadcasting Co.<br>Windsor Hotel<br>1675 | .... | F. M. Squires<br>S. E. Tapley<br>S. E. Tapley | Charles Trethewey<br>G. M. Dunseith<br>George Hildebrand | All-Canada<br>Weed<br>BUP |

*And now...*

# TWO
# Canadian Networks!

The Canadian Broadcasting Corporation now provides the facilities of two Canadian Networks, each of which makes possible comprehensive coverage of Canadian radio homes.

These two great networks are now known as the Trans-Canada Network and the Dominion Network—each performing a national radio service to Canadians throughout Canada.

## RADIO STATIONS COMPRISING EACH NETWORK

### TRANS-CANADA

#### MARITIMES

| | |
|---|---|
| CJCB | Sydney |
| CHNS | Halifax |
| CFCY | Charlottetown |
| CBA | Sackville |
| CKCW | Moncton |
| CHSJ | Saint John |
| CFNB | Fredericton |

#### EASTERN

| | |
|---|---|
| CBM | Montreal |
| CBO | Ottawa |
| CKWS | Kingston |
| CBL | Toronto |
| CKSO | Sudbury |
| CFCH | North Bay |
| CJKL | Kirkland Lake |
| CKGB | Timmins |
| CKPR | Fort William |

#### PRAIRIE

| | |
|---|---|
| CKY | Winnipeg |
| CBK | Watrous |
| CJCA | Edmonton |
| CFAC | Calgary |
| CJOC | Lethbridge |

#### BRITISH COLUMBIA

| | |
|---|---|
| CFJC | Kamloops |
| CKOV | Kelowna |
| CJAT | Trail |
| CBR | Vancouver |

### DOMINION

#### EASTERN

| | |
|---|---|
| CHLT | Sherbrooke |
| CFCF | Montreal |
| CKCO | Ottawa |
| CHOV | Pembroke |
| CFBR | Brockville |
| CJBC | Toronto |
| CHEX | Peterborough |
| CHML | Hamilton |
| CKTB | St. Catharines |
| CFPL | London |
| CFCO | Chatham |

#### PRAIRIE

| | |
|---|---|
| CJRL | Kenora |
| CKRC | Winnipeg |
| CKX | Brandon |
| CJGX | Yorkton |
| CKRM | Regina |
| CHAB | Moose Jaw |
| CFQC | Saskatoon |
| CKBI | Prince Albert |
| CFCN | Calgary |
| CFRN | Edmonton |

#### BRITISH COLUMBIA

| | |
|---|---|
| CHWK | Chilliwack |
| CKWX | Vancouver |
| CJVI | Victoria |

Choice features from seven great broadcasting systems are at the dials of Canadian audiences through the facilities of these two networks. Programs from CBC, BBC and the four leading networks of the United States are blended into a balanced schedule making radio the highly successful medium which it is in Canada.

For full information
on available times,
rates, etc.

CBC
RADIO CANADA

Write to

Commercial Department,
55 York St., Toronto

1181 St. Catharine St. W.,
Montreal

**CANADIAN BROADCASTING CORPORATION**

# DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night. LS—Operates to Local Sunset.

## ONTARIO—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| SUDBURY.......... | CKSO | 790 | 1,000 | Sudbury Daily Star<br>21 Elgin St. N.<br>77505 | Trans-Canada | W. E. Mason<br>Clair Chambers<br>W. J. Woodill | Don McGill<br>..............<br>James McRae | All-Canada<br>Weed<br>World<br>Thesaurus<br>BUP |
| TIMMINS........... | CKGB | 1470 | 1,000 | Northern Broadcasting Co.<br>Thomson Bldg.<br>1500 | Trans-Canada | Roy H. Thomson<br>Ted Morrow<br>Harvey Freeman | Harrison Flint<br>..............<br>Ernest Mott | Weed<br>Natl. Broadcsat Sales<br>Thesaurus<br>PN |
| TORONTO.......... | CBL | 740 | 50,000 | Canadian Broadcasting Corp.<br>805 Davenport Road<br>Kenwood 9411 | Trans-Canada<br>NBC | CBC-Dr. Augustin Frigon<br>James Finlay<br>E. A. Weir | D. Claringbull<br>..............<br>Howard Hilliard | CBC<br>CP, BUP |
| TORONTO.......... | CFRB | 860 | 10,000 | Rogers Radio Broadcasting Co.<br>37 Bloor St. W.<br>Midway 3515 | CBS | Harry Sedgwick<br>Lloyd Moore<br>................ | Wes McKnight<br>..............<br>Jack Sharpe | All-Canada<br>McGillvra<br>Thesaurus<br>Lang-Worth<br>PN, BUP |
| TORONTO.......... | CJBC | 1010 | 1,000 | Canadian Broadcasting Corp.<br>805 Davenport Road<br>Kenwood 9411 | Dominion<br>Blue | CBC-Dr. Augustin Frigon<br>Spence Caldwell<br>E. A. Weir | D. Claringbull<br>..............<br>Howard Hilliard | CBC<br>PN, BUP |
| TORONTO 2........ | CKCL | 580 | 1,000 | Dominion Battery Co. Ltd.<br>444 University Ave.<br>Adelaide 1014 | MBS | Henry S. Gooderham<br>Henry S. Gooderham<br>A. E. Leary | Maurice D. Rapkin<br>A. E. Leary<br>E. O. Swan | Radio Representatives<br>McGillvra<br>World<br>BUP |
| WINDSOR.......... | CKLW | 800 | 5,000 | Western Ontario Bcstg. Co. Ltd.<br>Guaranty Trust Bldg., Windsor<br>Union Guardian Bldg., Detroit<br>Windsor, 4-1155<br>Detroit, Cadillac 7200 | MBS | Malcolm G. Campbell<br>J. E. Campeau<br>R. E. Jones | John Gordon<br>Lois M. Michels<br>W. J. Carter | McGillvra<br>Stovin & Wright<br>World<br>Thesaurus<br>BUP |
| WINGHAM ......... | CKNX | 920 | 1,000 | W. T. Cruickshank<br>Wingham<br>157 | .... | W. T. Cruickshank<br>W. T. Cruickshank<br>W. T. Cruickshank | Gerald Cruickshank<br>Jean Tervit<br>{Charles Fitzgerald<br>{Gerald Cruickshank | Alexander<br>BUP |

## CANADIAN NETWORKS AND GROUPS

**CANADIAN BROADCASTING CORP. OWNED STATIONS**—*Owned:* CBA, Sackville, N. B.; CBV, Quebec; CBF, Montreal; CBO, Ottawa; CBL and CJBC, Toronto; CBK, Watrous, Sask.; CBM, Montreal; CBR, Vancouver; CBJ, Chicoutimi, Que. All members of CBC networks; all represented nationally by CBC commercial department, Toronto and Montreal.

**FOOTHILLS GROUP**—Comprising CFAC, Calgary; CJCA, Edmonton; CJOC, Lethbridge; CFGP, Grand Prairie—all in Alberta. Available as hookup only with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in United States by Weed & Co. Headquarters: Southam Bldg., Calgary. General Manager: H. R. Carson, Southam Bldg., Calgary.

**HOUDE GROUP**—Comprising CHNC, New Carlisle, Que.; CKNB, Campbellton, N. B. Available as network only with Canadian Broadcasting Corp. permission. Headquarters: Either station. President: Dr. Charles H. Houde, New Carlisle, Que.

**MANITOBA TELEPHONE CO. OWNED STATIONS**—Comprising CKY, Winnipeg; CKX, Brandon, Man. Available as network with Canadian Broadcasting Corp. permission only. Represented in Canada by Stovin & Wright; in the United States by Joseph Hershey McGillvra. Headquarters: Telephon Bldg., Winnipeg. General Manager: W. H. Backhouse, Telephone Bldg., Winnipeg.

**NORTHERN BROADCASTING & PUBLISHING Ltd.**—Operating CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CKVD, Val d'Or, Que.; CKRN, Rouyn, Que.; CHEX, Peterborough, Ont.; CKWS, Kingston, Ont. Network available with Canadian Broadcasting Corp. permission. Represented in Canada by Northern Broadcast Sales; in the United States by Weed & Co. Headquarters: Thompson Bldg., Timmins, Ont.; for CHEX and CKWS, 25 King St. W., Toronto, Ont. President: Roy Thomson. General Manager: Jack Cooke.

**NORTHERN QUEBEC BROADCASTING SYSTEM**—Regional network comprising CKRN, Rouyn; CKVD, Val d'Or; CHAD, Amos. Affiliated with Northern Broadcasting & Publishing Co., Timmins, Ont. General Manager: Jean Legault.

**TRANS-CANADA COMMUNICATIONS GROUP**—Comprising CKRC, Winnipeg; CKRM and CKCK, Regina, Sask. Network available only with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in United States, CKRC and CKCK by Weed & Co., CKRM by Joseph Hershey McGillvra. Headquarters: Any station.

**COVER THE DETROIT AREA BETTER . . . FOR LESS**

*Smashing old Records*

• Time-sales at CKLW are hitting A NEW HIGH . . . leading 'em all in many major retail classifications. Old customers are staying on . . . new ones are signing up for more results, more sales, more success . . . in America's 3rd market! A big 22-hour daily schedule, at 800 k.c.

Union Guardian
Building, Detroit

**CKLW**

5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

# Look at the record . . .

**In operation two and one-half years,
Press News already:**

- Operates from coast to coast the longest radio news wire in Canada.
- Serves 35 broadcasting stations—more than any other service.
- Speeds to its clients at 60 words a minute a daily 22-hour report for radio.

* * *

**And look at the reasons:**

**PRESS NEWS** assigned radio-trained men to write radio-styled news.

**PRESS NEWS** obtained **exclusive** radio rights to the world news report of The Associated Press and Reuters service from the Empire.

**PRESS NEWS** brought exclusively to Canada's radio the Dominion-wide service of The Canadian Press: the output of its London and Washington staffs; and the dispatches of its war correspondents with Canadian forces in the field.

# PRESS NEWS

METROPOLITAN BUILDING
TORONTO

# DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night. LS—Operates to Local Sunset.

## PRINCE EDWARD ISLAND

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| CHARLOTTETOWN.. | CFCY | 630 | 1,000 | Island Radio Bcstg. Co. Ltd.<br>85 Kent St.<br>741 | Trans-Canada | Lt. Col. K. S. Rogers<br>Lt. Col. K. S. Rogers<br>L. A. McDonald | L. A. McDonald<br>..............<br>R. F. Large | All-Canada<br>Weed<br>Lang-Worth<br>Standard<br>PN, BUP |
| SUMMERSIDE...... | CHGS | 1480 | 100 | R. T. Holman Ltd.<br>180 Water St.<br>133 | .... | H. T. Holman<br>R. L. Mollison<br>A. A. Nicholson | A. A. Nicholson<br>..............<br>Angus McKie | .............. |

## QUEBEC

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee<br>Headquarters Address<br>Telephone Number | Network | Chief Owner or Executive<br>General Manager<br>Commercial Manager | Program Director<br>Mdsg. or Promotion Mgr.<br>Chief Engineer | Representatives<br>Transc. Library<br>News Service |
|---|---|---|---|---|---|---|---|---|
| AMOS.............. | CHAD | 1340 | 250 | Northern Quebec Bcstg. System<br>Reilly Bldg. Rouyn<br>1400 | Trans-Canada<br>Dominion | J. K. Cooke<br>Jean Legault<br>Al Rogerson | Albert Aube<br>..............<br>George Pope | Natl. Broadcast Sales<br>PN |
| CHICOUTIMI....... | CBJ | 1580 | 1,000 | Canadian Broadcasting Corp.<br>286A Racine St.<br>155 | Trans-Canada<br>Dominion | CBC-Dr. Augustin Frigon<br>Vilmond Fortin<br>J. Arthur Dupont, Montreal | Vilmond Fortin<br>..............<br>J. E. Roberts | CBC |
| HULL............... | CKCH | 1240 | 250 | Hull Broadcasting Co. Ltd.<br>85 Champlain St.<br>2-1701 | Trans-Canada<br>Dominion | Syndicat des Oeuvres Sociales<br>Georges Bourassa<br>Georges Bourassa | ..............<br>..............<br>Max Gebhardt | Radio Rreepsentatives<br>Wilson<br>Thesaurus |
| MONTREAL......... | CBF | 690 | 50,000 | Canadian Broadcasting Corp.<br>1231 St. Catherine St., W.<br>Marquette 8021 | Trans-Canada<br>NBC<br>Dominion | CBC-Dr. Augustin Frigon<br>Omer Renaud<br>J. Arthur Dupont | Omer Renaud<br>..............<br>E. D. Roberts | CBC<br>PN, BUP |
| MONTREAL......... | CBM | 940 | 5,000 | Canadian Broadcasting Corp.<br>1231 St. Catherine St. W.<br>Marquette 8021 | Trans-Canada<br>NBC | CBC-Dr. Augustin Frigon<br>Omer Renaud<br>J. Arthur Dupont | Omer Renaud<br>..............<br>E. D. Roberts | CBC<br>PN, BUP |
| MONTREAL......... | CFCF | 600 | 500 | Canadian Marconi Co.<br>1231 St. Catherine St. W.<br>Plateau 2577 | Dominion<br>Blue | R. M. Brophy<br>James A. Shaw<br>P. E. Hiltz | H. H. Hewetson<br>E. H. Smith<br>J. G. Gettenby | All-Canada<br>Weed<br>Thesaurus<br>PN, BUP |
| MONTREAL......... | CHLP | 1490 | 250 | La Patrie Publishing Co. Ltd.<br>Sun Life Bldg.<br>Plateau 5225 | .... | Hon. P. R. DuTremblay<br>Marcel Lefebvre<br>Marcel Lefebvre | ..............<br>..............<br>Alphonse Cloutier | Alexander<br>McGillvra<br>Standard<br>CP, BUP |
| MONTREAL......... | CKAC | 730 | 5,000 | La Compagnie de Pub. La Press Ltee<br>980 St. Catherine St. W.<br>Marquette 3611 | CBS | Hon. P. R. DuTremblay<br>Phil Lalonde<br>Louis Leprohon | Paul-Emile Corbeil<br>Andre Daveluy<br>Leonard Spencer | Stovin & Wright<br>McGillvra<br>World<br>Lang-Worth<br>BUP, PN |
| NEW CARLISLE..... | CHNC | 610 | 1,000 | Cie Gaspesienne De Radiodiffusion Ltee.<br>Main St.<br>38 | Trans-Canada<br>Dominion | Dr. Charles Dumont<br>Dr. Charles Houde<br>Viateur Bernard | Viateur Bernard<br>Viateur Bernard<br>J. R. McGough | All-Canada<br>McGillvra |
| QUEBEC CITY...... | CBV | 980 | 1,000 | Canadian Broadcasting Corp.<br>Chateau Frontenac Hotel<br>8155 | Trans-Canada<br>Dominion | CBC-Dr. Augustin Frigon<br>Maurice Valiquette<br>J. Arthur Dupont, Montreal | Maurice Valiquette<br>..............<br>Charles Frenette | CBC |
| QUEBEC CITY...... | CHRC | 800 | 1,000 | CHRC Ltd.<br>11 Buade St.<br>2-8177 | .... | Herve Baribeau<br>J. N. Thivierge<br>J. N. Thivierge | Aurele Pelletier<br>Joseph Hardy<br>Arsene Nadeau | McGillvra<br>Lang-Worth<br>BUP |
| QUEBEC CITY...... | CKCV | 1340 | 100 | CKCV Ltd.<br>142 St. John St.<br>2-1585 | .... | J. Herve Baribeau<br>Paul LePage<br>Paul LePage | Jean Bender<br>Paul LePage<br>Albert Duberger | Radio Representatives<br>World<br>PN |
| RIMOUSKI......... | CJBR | 900 | 1,000 | J. A. Brillant<br>1 St. John St.<br>396 | Trans-Canada<br>Dominion | J. A. Brillant<br>G. A. Lavoie<br>G. A. Lavoie | G. A. Lavoie<br>G. A. Lavoie<br>F. C. Doak | Stovin & Wright<br>McGillvra |
| ROUYN............. | CKRN | 1400 | 250 | Northern Quebec Bcstg. System<br>Reilly Bldg.<br>1400 | Trans-Canada<br>Dominion | J. K. Cooke<br>Jean Legault<br>Al Rogerson | Albert Aube<br>..............<br>George Pope | Natl. Broadcast Sales<br>Thesaurus<br>PN |
| SHERBROOKE...... | CHLT | 1240 | 250 | LaTribune Ltd.<br>3 Marquette St. | Dominion | ..............<br>..............<br>.............. | ..............<br>..............<br>.............. | Radio Representatives<br>Thesaurus<br>PN |
| STE. ANNE DE LA POCATIERE | CHGB | 1230 | 250 | G. Thomas Desjardins<br>Ste. Anne de la Pocatiere<br>20 | Trans-Canada<br>Dominion | G. T. Desjardins<br>G. T. Desjardins<br>G. T. Desjardins | Jacques Raymond<br>Antoine Freve<br>Adrien Dube | Stovin & Wright |
| THREE RIVERS..... | CHLN | 1450 | 100 | Le Nouvelliste Ltd.<br>Chateau de Blois | .... | ..............<br>..............<br>.............. | ..............<br>..............<br>.............. | Radio Representatives<br>World<br>PN |
| VAL D'OR.......... | CKVD | 1230 | 100 | La Voix d'Abitibi<br>586 Third Ave.<br>500 | Trans-Canada<br>Dominion | Roy H. Thomson<br>Lucien Godin<br>Lucien Godin | Dave Lilwall<br>..............<br>George Pope | Natl. Broadcast Sales<br>PN |

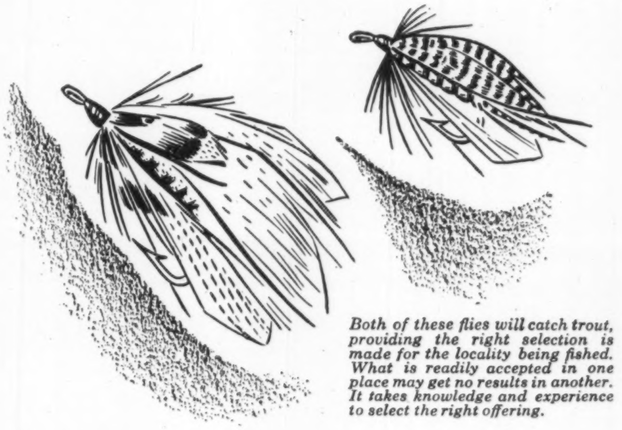
RADIO INFORMATION

— accurate, up-to-date, and helpful in planning YOUR advertising or public relations program — is *always* at your disposal. Just ask us for it.

**STOVIN & WRIGHT**

*Representing 21 Independent Radio Stations in 21 Leading Markets*

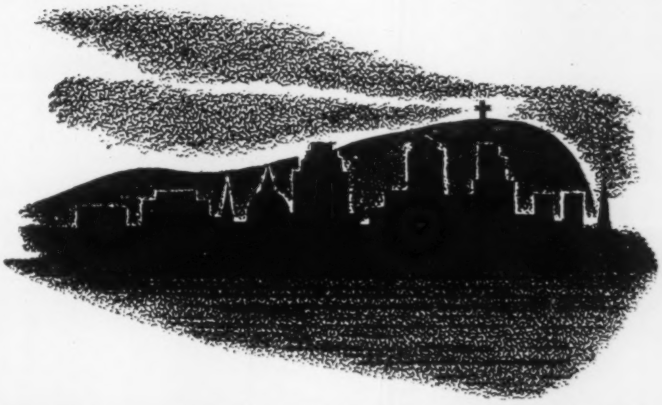
Montreal • Toronto • Winnipeg



*Both of these flies will catch trout, providing the right selection is made for the locality being fished. What is readily accepted in one place may get no results in another. It takes knowledge and experience to select the right offering.*

RADIO PROGRAMS, too, require knowledge and experience in their selection. The program which brings in results in other parts of Canada may produce no results at all in Quebec Province. To find out by trial and error is a costly experiment—let us put our knowledge and understanding at your disposal. We have had many years of experience in planning broadcasts in both French and English, especially for the Quebec audience—have produced programs for some of the leading national advertisers in Canada—and will work directly with you or harmoniously with your Advertising Agency. May we discuss *your* radio questions with *you?* Write us, or telephone Marquette 1183.

RADIO PROGRAMME PRODUCERS
MONTREAL CANADA



MONTREAL

Radio Listening Capital of America

"In Montreal a greater ratio of the population listens to radio more of the time than in any other community so far measured by recognized methods."—*Montreal Gazette.*

This recent statement by Mr. C. E. Hooper of C. E. Hooper Inc., as quoted by the Montreal Gazette, tells a story—a story that applies equally well to all of French Canada.

In the Province of Quebec for Whole Family Coverage

CKAC

is Away Out Ahead!

Here in French Canada—where the family unit is the core of national life—*whole family coverage* is essential. The station which enjoys an average evening rating almost twice as large as its nearest competitor is

CKAC

La Presse, Montreal

*COLUMBIA BROADCASTING SYSTEM*

| *Canadian Representative* | *U. S. Representative* |
|---|---|
| C. W. Wright | Joseph H. McGillvra |

# DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night. LS—Operates to Local Sunset.

## SASKATCHEWAN

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|---|---|---|---|---|---|---|---|
| MOOSE JAW....... | CHAB | 800 | 1,000 | CHAB Ltd.<br>Grant Hall Hotel<br>2377 | Dominion | A. E. Jacobson<br>H. C. Buchanan<br>G. G. Henderson | J. S. Boyling<br>G. G. Henderson<br>M. Pickford | All-Canada<br>Weed<br>Lang-Worth<br>BUP |
| PRINCE ALBERT.... | CKBI | 900 | 1,000 | Central Bcstg. System Ltd.<br>Sanderson Bldg.<br>3133 | Dominion | Lloyd Moffat<br>Lloyd Moffat<br>G. E. Tonkin | J. Maxwell<br>G. Prest<br>T. Van Ness | All-Canada<br>Weed<br>World<br>Thesaurus<br>BUP |
| REGINA............ | CKCK | 620 | 1,000 | Leader Post Publishing Co.<br>Leader Post Bldg.<br>8525 | .... | Leader Post Pub. Co.<br>Harold A. Crittenden<br>R. J. Buss | W. E. Collier<br>J. MacMurchy<br>E. A. Strong | All-Canada<br>Weed<br>Thesaurus<br>Standard<br>BUP, PN |
| REGINA............ | CKRM | 980 | 1,000 | Transcanada Communications Ltd.<br>Fidelity Life Building<br>8424 | Dominion | ...............<br>F. V. Scanlan<br>Bruce Pirie | G. B. Quinney<br>...............<br>W. McDonald | All-Canada<br>McGillvra<br>Lang-Worth<br>PN |
| SASKATOON....... | CFQC | 600 | 1,000 | A. A. Murphy & Sons Ltd.<br>216 First Ave. N.<br>7282 | Dominion | A. A. Murphy<br>Vernon Dallin<br>Vernon Dallin | Cy Cairns<br>...............<br>Stan Clifton | Radio Representatives<br>Wilson<br>Thesaurus<br>Lang-Worth<br>Standard<br>BUP |
| WATROUS.......... | CBK | 540 | 50,000 | Canadian Broadcasting Corp.<br>Telephone Bldg., Winnipeg<br>9-7261 | Trans-Canada | CBC-Dr. Augustin Frigon<br>H. G. Walker<br>E. A. Weir, Toronto | H. G. Walker<br>...............<br>L. J. Marshall | CBC<br>BUP, PN |
| YORKTON.......... | CJGX | 1460 | 1,000 | Yorkton Broadcasting Co., Ltd.<br>Smith-McKay Bldg.<br>324 | Dominion | Dawson Richardson<br>R. J. Priestly<br>Leo C. De Gagne | D. A. Patterson<br>...............<br>A. Mills | Stovin & Wright<br>McGillvra<br>BUP |

**Blaze Your Trail across CANADA!**

CANADA is in full production. Industry payrolls—farm, forestry, fishing and mining output—at an all-time high. To reach this vast buying power *economically,* use the 27 'All-Canada' stations from Halifax to Vancouver. Each a key station in its market, selected for high coverage and prestige. Get details from your agency, or write

**Here are the ALL-CANADA Stations**

**BRITISH COLUMBIA**

| | |
|---|---|
| Kamloops | CFJC |
| Kelowna | CKOV |
| Trail | CJAT |
| Vancouver | CKWX |
| Victoria | CJVI |

**ALBERTA**

| | |
|---|---|
| Calgary | CFAC |
| Edmonton | CJCA |
| Grande Prairie | CFGP |
| Lethbridge | CJOC |

**SASKATCHEWAN**

| | |
|---|---|
| Moose Jaw | CHAB |
| Prince Albert | CKBI |
| Regina | CKCK |
| Regina | CKRM |

**MANITOBA**

| | |
|---|---|
| Winnipeg | CKRC |

**ONTARIO**

| | |
|---|---|
| Hamilton | CKOC |
| Stratford | CJCS |
| Sudbury | CKSO |
| Toronto | CFRB |

**QUEBEC**

| | |
|---|---|
| Montreal | CFCF |
| New Carlisle | CHNC |

**MARITIMES**

| | |
|---|---|
| Campbellton | CKNB |
| Charlottetown | CFCY |
| Fredericton | CFNB |
| Halifax | CHNS |
| Sydney | CJCB |
| Yarmouth | CJLS |

**NEWFOUNDLAND**

| | |
|---|---|
| St. John's | VONF |

ALL-CANADA

**ALL-CANADA RADIO FACILITIES** *Limited*

Montreal Toronto Winnipeg Calgary Vancouver

**U.S.A. Representative: WEED AND COMPANY**

## RADIO CORRESPONDENTS GALLERIES
### Of Congress

Eric Sevareid,[2] *President* Richard Harkness, *Secretary*
Earl Godwin, *Acting President* Red Goad, *Treasurer*
Fred W. Morrison, *Ex Officio*
**Telephone: National 3120**
**House Gallery Extensions: 1410 and 1411**
**Senate Gallery Extensions: 1263 and 1264**
Superintendent of Senate Gallery—D. Harold McGrath
Superintendent of House Gallery—Robert M. Menaugh[1]
Acting Superintendent of House Gallery—William Vaughan

**Active Members as of Jan. 1, 1944**

| Network, Station or Service | Name | Office |
|---|---|---|
| Ask Washington | Hugh A. Grauel | 1196 National Press Bldg. |
| Associated Press Radio | Joe H. Torbett | 409 Star Bldg. |
| Atlantic Coast Network | Richard Eaton | 3051 Idaho Ave. |
| Baukhage Radio Associates | Pauline Frederick | 622 Union Trust Bldg. |
| Columbia Broadcasting System | Tristram Coffin | 853 Earle Bldg. |
| | Robert Evans | 853 Earle Bldg. |
| | Don Pryor | 853 Earle Bldg. |
| | William Costello | 853 Earle Bldg. |
| | Joseph C. Harsh | 853 Earle Bldg. |
| | Bill Henry | 853 Earle Bldg. |
| | Helene H. Morse | 853 Earle Bldg. |
| | Robert S. Wood | 853 Earle Bldg. |
| | Charles A. Worcester | 853 Earle Bldg. |
| | Albert N. Dennis | 853 Earle Bldg. |
| | Albert C. Leitch | 853 Earle Bldg. |
| | Ernest D. McIver, Jr. | 853 Earle Bldg. |
| | Lewis W. Shollenberger | 853 Earle Bldg. |
| | Albert L. Warner[1] | 853 Earle Bldg. |
| Earl Godwin Radio Associates | Earl Godwin | 414 Bond Bldg. |
| Mutual Broadcasting System | Fulton Lewis, Jr. | 1627 K St. |
| | Walter Compton | 1627 K St. |
| | Madeline Ensign | 1627 K St. |
| | Fred W. Morrison | 1627 K St. |
| | Billy Repaid | 1627 K St. |
| | Harold G. Stepler | 1627 K St. |
| National Broadcasting Co. | Morgan Beatty | 724 14th St. |
| | Leif Eid | 724 14th St. |
| | Richard L. Harkness | 724 14th St. |
| | Thomas E. Knode | 724 14th St. |
| | David Brinkley | 724 14th St. |
| | Mary Kay Cavanaugh | 724 14th St. |
| | Barbara Hotchkiss | 724 14th St. |
| | Robert C. McCormick | 724 14th St. |
| | Mary Mason | 724 14th St. |
| | Carleton Smith | 724 14th St. |
| | Ralph H. Peterson | 724 14th St. |
| | Leonard Schleider | 724 14th St. |
| | Robert St. John | 724 14th St. |
| The Blue Network | Martin Agronsky | 724 14th St. |
| | Helen Buchalter | 1613 19th St., N. E. |
| | H. R. Baukhage | 622 Union Trust Bldg. |
| | William Hillman | 724 14th St. |
| | William R. McAndrew | 414 Bond Bldg. |
| | Raymond Gram Swing | 1613 19th St. |
| Transradio Press Service | Rex Goad | 1256 National Press Bldg. |
| | Ann M. Corrick | 1256 National Press Bldg. |
| | Peter Denzer | 1256 National Press Bldg. |
| | Betty Lersch | 1256 National Press Bldg. |
| | Cherry Mitchell | 1256 National Press Bldg. |
| | Damon Runyon Jr. | 1256 National Press Bldg. |
| | Dan Williams | 1256 National Press Bldg. |
| | Clifford G. McCarthy[1] | 1256 National Press Bldg. |
| | Robert E. Lee Moore | 1256 National Press Bldg. |
| | John Norman[1] | 1256 National Press Bldg. |
| | William H. Pickens | 1256 National Press Bldg. |
| | Macon Reed, Jr.[1] | 1256 National Press Bldg. |
| WMAL—The Evening Star Station | William Neel | 724 14th St. |
| | Peter Cousins | 724 14th St. |
| | Wm. Enders Coyle[1] | 724 14th St. |
| | Peg Eck | 724 14th St. |
| | Frazer (Tex) Edwards | 724 14th St. |
| | Claude A Mahoney | 724 14th St. |
| WQXR—Time (March of) | Richard C. de Brown | 815 15th St. |
| WWDC | J. Robert Ball | 1000 Conn. Ave. |
| Yankee Network (Boston) | Francis W. Tully, Jr.[1] | 1215 National Press Bldg. |

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[1] On leave of absence during service in the armed forces of the United States.
[2] On leave for foreign service.

## NEWFOUNDLAND

**[ Receiving Sets, 25,000. Set Tax, $2 Annually ]**

| City | Call Letters | Operator | Frequency in Kilocycles | Power in Watts |
|---|---|---|---|---|
| Corner Brook | VOWN | *Broadcasting Corp. of Newfoundland | 840 | 250 |
| St. Johns | VONF | *Broadcasting Corp. of Newfoundland | 640 | 12,000 |
| " | VOCM | Colonial Broadcasting System | 1000 | 250 |
| " | VOAR | *Seventh Day Adventists | 950 | 25 |
| " | VOWR | Wesley United Church | 700 | 500 |
| | | **SHORTWAVE STATIONS** | | |
| St. Johns | VONG | *Broadcasting Corp. of Newfoundland | 9475 | 300 |
| " | VONH | *Broadcasting Corp. of Newfoundland | 5970 | 300 |

Log compiled as of Jan. 1, 1944.
* Indicates station sells time commercially.

WORLD in the MAKING...

Never before in history has the record of a world in the making been presented currently, accurately and completely to all people.

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EDITOR & PUBLISHER

1700 Times Tower, Times Square, New York 18, N. Y.

## *Directory of*

# BROADCASTING STATION REPRESENTATIVES

## With Lists of Stations Represented

**Lists of stations supplied by each firm; asterisk (*) indicates non-exclusive representation; dagger (†) indicates firm is also newspaper representative**

### FRANK R. BACK

**Chicago**—540 N. Michigan Ave. Tel.: Delaware 1055. Mgr.: Frank R. Back.

*Represents*

KWNO, Winona, Minn.
*WIGM, Medford, Wis.

### BERTHA BANNAN

**Boston**—Little Bldg. Tel.: Hubbard 4370. Mgr.: Bertha Bannan.

*New England Representation*

*WCAU, Philadelphia
*WHN, New York City
*WDEV, Waterbury, Vt.
*WJAR, Providence
*WLBZ, Bangor, Me.
*WSYR, Syracuse, N. Y.
*WHAI, Greenfield, Mass.
*WCSH, Portland, Me.
*WHYN, Holyoke, Mass.
*WIBX, Utica, N. Y.
*WRDO, Augusta, Me.
*WFEA, Manchester, N. H.
*WBRY, Waterbury, Conn.
*WNBC, Hartford, Conn.
*WSPR, Springfield, Mass.
*WHEB, Portsmouth, N. H.
WTAG, Worcester, Mass.
WPAT, Paterson, N. J.

### WALTER BIDDICK CO.

**Los Angeles**—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Walter Biddick.
**San Francisco**—Monadnock Bldg.

*Represents on Pacific Coast*

KFOX, Long Beach, Cal.
*KTRB, Modesto, Cal.
*KROY, Sacramento, Cal.
KSRO, Santa Rosa, Cal.
*KHUB, Watsonville, Cal.
KFXD, Nampa, Ida.
*WJJD, Chicago
*KOOS, Marshfield, Ore.
KLS, Oakland, Cal.
*WIBW, Topeka, Kan.
*KAST, Astoria, Ore.
*KBND, Bend, Ore.
*KFJI, Klamath Falls, Ore.
*KLBM, La Grande, Ore.
*WSGN, Birmingham, Ala.
*WGRC, Louisville, Ky.
*WIBX, Utica, N. Y.
*KTKC, Visalia, Cal.
KODL, The Dalles, Ore.
KPRO, Riverside, Cal.
*WIND, Gary, Ind.
KCKN, Kansas City, Kan.
WATN, Watertown, N. Y.

### JOHN BLAIR & COMPANY

**Chicago**—520 No. Michigan Ave. Tel.: Superior 8659. Mgr.: John Blair
**New York City**—341 Madison Ave. Tel.: Murray Hill 9-6084. Mgr.: George W. Bolling.
**St. Louis**—Paul Brown Bldg. Tel.: Chestnut 5688. Mgr.: J. Chris Hetherington.
**Los Angeles**—Chamber of Commerce Bldg. Tel.: Prospect 3584. Mgr.: Carleton Coveny.
**San Francisco**—Russ Bldg. Tel.: Douglas 3188. Mgr.: Lindsey H. Spight.

*Represents*

Don Lee Broadcasting System (MBS)
Pacific Broadcasting Co.
The Arizona Radio Network

KOY, Phoenix, Ariz.
KPMC, Bakersfield, Cal.
KIEM, Eureka, Cal.
KHJ, Los Angeles
KFXM, San Bernardino, Cal.
KGB, San Diego, Cal.
KFRC, San Francisco
KVOE, Santa Ana, Cal.
KDB, Santa Barbara, Cal.
KGDM, Stockton, Cal.
KFEL, Denver
*WJAX, Jacksonville, Fla.
WQAM, Miami, Fla.
*WFLA, Tampa, Fla.
KIDO, Boise, Ida.
KXEL, Waterloo, Iowa
WLS, Chicago
WFBR, Baltimore
WOW, Omaha
WNBF, Binghamton, N. Y.
*WNEW, New York City
KFYR, Bismarck, N. D.
WBNS, Columbus, O.
WHIZ, Zanesville, O.
WHP, Harrisburg, Pa.
WGBI, Scranton, Pa.
*WROL, Knoxville, Tenn.
KTRH, Houston
KTSA, San Antonio, Tex.
KDYL, Salt Lake City
WMBG, Richmond, Va.
KOL, Seattle
WMMN, Fairmont, W. Va.
WWVA, Wheeling, W. Va.
KGMB, Honolulu, Hawaii
WDBO, Orlando, Fla.
WIBC, Indianapolis
KXOK, St. Louis
KODY, North Platte, Neb.
KFRE, Fresno, Cal.

### BLUE NETWORK SPOT SALES

Murray Grabhorn, Manager

**New York City**—30 Rockefeller Plaza. Tel.: Circle 7-5700. Eastern Mgr.: Jack Brooke.
**Chicago**—Merchandise Mart Bldg. Tel.: Delaware 1900. Mgr.: Gil Berry
**Hollywood**—Sunset & Vine. Tel.: Hillside 8231. Mgr.: Fred Becker.
**Detroit**—802 Fisher Bldg. Tel.: Trinity 2-7900. Mgr.: John Donohue.
**San Francisco**—111 Sutter St. Tel.: Graystone 6565. Mgr.: Fred Becker.

*Represents*

KGO, San Francisco
WMAL, Washington
WENR, Chicago
WJZ, New York City

### †THE BRANHAM CO.

**Chicago**—360 No. Michigan Ave. Tel.: Central 5726. Mgr.: E. F. Corcoran.
**New York City**—230 Park Ave. Tel.: Murray Hill 6-1860. Mgr.: M. H. Long.
**Atlanta**—Rhodes-Haverty Bldg. Tel.: Walnut 4851. Mgr.: J. B. Keough.
**St. Louis**—Arcade Bldg. Tel.: Chestnut 6192. Mgr.: Sloane McCauley.
**Kansas City**—Board of Trade Bldg. Tel.: Harrison 1023. Mgr.: George F. Dillon.
**Dallas**—Texas Bank Bldg. Tel.: 2-8569. Mgr.: A. J. Putnam.
**Detroit**—General Motor Bldg. Tel.: Trinity 1-0440. Mgr.: H. A. Anderson.
**Charlotte, N. C.**—Commercial National Bank Bldg. Tel.: 8839. Mgr.: H. L. Ralls.
**San Francisco**—5 Third St. Tel.: Garfield 6740. Mgr.: George D. Close.
**Los Angeles**—448 So. Hill St. Tel.: Michigan 1269. Mgr.: J. Hornung.
**Memphis**—Sterick Bldg. Tel.: 8-2344.
**Seattle**—Empire Bldg. Tel.: Elliot 1769. Mgr.: A. G. Neitz.

*Represents*

KTHS, Hot Springs, Ark.
KWKH, Shreveport, La.
KTBS, Shreveport, La.
WCPO, Cincinnati
WTJS, Jackson, Tenn.
WNOX, Knoxville, Tenn.
WMC, Memphis
KTBC, Austin, Tex.
KRIC, Beaumont, Tex.
KRIS, Corpus Christi, Tex.
KRLD, Dallas
KXYZ, Houston

West Virginia Network

WCHS, Charleston, W. Va.
WBLK, Clarksburg, W. Va.
WSAZ, Huntington, W. Va.
WPAR, Parkersburg, W. Va.

### HOWARD C. BROWN CO.

**Hollywood 28, Cal.**—6404 Sunset Blvd. Tel.: Hollywood 6045. Mgr.: Howard C. Brown.

*Represents*

2UE, Sydney, Australia
3XY, Melbourne, Australia
New Zealand Commercial Radio Stations

### BURN-SMITH CO., Inc.

**New York City**—551 Fifth Ave. Tel.: Murray Hill 2-3124. Mgr.: C. Otis Rawalt.
**Chicago**—307 No. Michigan Ave. Tel.: Central 4437. Mgr.: John A. Toothill.
**Los Angeles**—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Walter Biddick.

*Represents*

KMTR, Hollywood, Cal.
WRDW, Augusta, Ga.
*WGRC, Louisville
WELL, Battle Creek, Mich.
WFDF, Flint, Mich.
WKBZ, Muskegon, Mich.
KGVO, Missoula, Mont.
*WNBH, New Bedford, Mass.
*WBRK, Pittsfield, Mass.
WMRF, Lewistown, Pa.
KOCY, Oklahoma City
WGH, Newport News, Va.
*WALB, Albany, Ga.
WJLS, Beckley, W. Va.
WKBB, Dubuque, Ia.
WJLB, Detroit
KFRO, Longview, Tex.
WHBC, Canton, O.
KMAC, San Antonio
WDEF, Chattanooga, Tenn.
WOLF, Syracuse, N. Y.
WRUF, Gainesville, Fla.
KVFD, Fort Dodge, Ia.
WMRC, Greenville, S. C.
KTRI, Sioux City, Ia.
WLOF, Orlando, Fla.
WIP, Philadelphia
KWJJ, Portland, Ore.
WRRN, Warren, O.
WBAX, Wilkes-Barre, Pa.
WBIR Knoxville, Tenn.
Daniel Boone Network
KFBC, Cheyenne, Wyo.
The Carolina Group
The Kentucky Group
WTRC, Elkhart, Ind.
WHAI, Greenfield, Mass.

### †CAPPER PUBLICATIONS

**New York City**—420 Lexington Ave. Tel.: Mohawk 4-3280. Mgrs.: Philip Zach, W. L. McKee
**Chicago**—180 No. Michigan Ave. Tel.: Central 5977. Mgrs.: Frank Gaughen-Felix Morris.
**Kansas City**—21 W. Tenth St. Tel.: Harrison 4700. Mgr.: Joe Story.
**San Francisco**—Russ Bldg. Tel.: Douglas 5220. Mgr.: W. B. Flowers.

*Represents*

*KCKN, Kansas City, Kan.
*WIBW, Topeka, Kan.

### B. FRANK COOK

(Associated with Ward-Griffith Co. Inc., Newspaper Representatives)

**Atlanta**—Marietta St. Bldg. Tel.: Walnut 1231. Mgr.: B. Frank Cook.

(*Representation in the South Only*)

*WFBC, Greenville, S. C.
*WALB, Albany, Ga.

### COX & TANZ

**Philadelphia**—Drexel Bldg. Tel.: Lombard 1720. Mgr.: E. R. Tanz.
**New York City**—535 Fifth Ave. Tel.: Murray Hill 2-8284. Mgr.: A. P. Cox.
**Chicago**—228 No. LaSalle St. Tel.: Franklin 2095. Mgr.: J. C. Cox Jr.

*Represents*

WGAA, Cedartown, Ga.
WBLJ, Dalton, Ga.
WKMO, Kokomo, Ind.
WPAY, Portsmouth, O.
*KAST, Astoria, Ore.
*WKOK, Sunbury, Pa.
WOLS, Florence, S. C.
WFIG, Sumter, S. C.
KGFX, Pierre, S. D.
WHUB, Cookeville, Tenn.
KNEL, Brady, Tex.
*KPAB, Laredo, Tex.
KRBA, Lufkin, Tex.
*KRLH, Midland, Tex.
*KNET, Palestine, Tex.
KTBI, Tacoma, Wash.
WJMC, Rice Lake, Wis.
KFFA, Helena, Ark.
WMFR, High Point, N. C.
KTNM, Tucumcari, N. M.
WKPA, New Kensington, Pa.
WJOB, Hammond, Ind.
WGNC, Gastonia, N. C.
WCHV, Charlottesville, Va.
WMFJ, Daytona Beach, Fla.
KELD, El Dorado, Ark.
WMOG, Brunswick, Ga.
WASK, Lafayette, Ind.
WJBW, New Orleans
WJZM, Clarksville, Tenn.
KEEW, Brownsville, Tex.
KIUN, Pecos, Tex.
*WIGM, Medford, Wis.

### HARRY E. CUMMINGS

**Jacksonville, Fla.**—Barnett Bank Bldg. Tel.: 3-0381. Mgr.: Harry E. Cummings.

*Southeastern Representative*

*WJAX, Jacksonville, Fla.
*WROL, Knoxville, Tenn.
*WIOD, Miami, Fla.
*WHIO, Dayton, O.
*WFLA, Tampa, Fla.
*WDBO, Orlando, Fla.

*Daniel Boone Network Comprising:

*WOPI, Bristol, Tenn.
*WKPT, Kingsport, Tenn.
*WISE, Asheville, N. C.

### FORJOE & COMPANY

**New York City**—19 W. 44th St. Tel.: Vanderbilt 6-5080. Mgr.: Joseph Bloom.
**Chicago**—360 No. Michigan Ave. Tel.: Randolph 6225. Mgr.: Hal Holman.

*Represents*

WAJR, Morgantown, W. Va.
*WCOU, Lewiston, Me.
WCAP, Asbury Park, N. J.
WIBM, Jackson, Mich.
*WJBK, Detroit
*WLBC, Muncie, Ind.
WGES, Chicago
WSBC, Chicago
*KHUB, Watsonville, Cal.
KICA, Clovis, N. M.
KONO, San Antonio, Tex.
KPDN, Pampa, Tex.
KGBS, Harlingen, Tex.
KEYS, Corpus Christi, Tex.
WMVA, Martinsville, Va.
*WMIN, Minneapolis-St. Paul
WBNX, New York City
WGBR, Goldsboro, N. C.
WDAS, Philadelphia
WWSW, Pittsburgh
WBRW, Welch, W. Va.

### R. C. FOSTER

**Boston 16**—Statler Office Bldg. Tel.: Hubbard 3225. Mgr.: Gertrude Saxe.

*Exclusive New England Representation*

WDRC, Hartford
*WLAW, Lawrence, Mass.
*WNBH, New Bedford, Mass.
WESX, Salem, Mass.
*WABI, Bangor, Me.
*WGAN, Portland, Me.
WMUR, Manchester, N. H.
*WSYB, Rutland, Vt.
*WPRO, Providence, R. I.
*WNEW, New York City

*Non-Exclusive Representation*

*WELI, New Haven
*WNLC, New London, Conn.
*WHAI, Greenfield, Mass.
*WSAR, Fall River, Mass.
*WBRK, Pittsfield, Mass.
*WPEN, Philadelphia

**(Continued on page 192)**

RIGHT CITY! RIGHT STATION! RIGHT RATES!

# At the Right Time...!

# IF IT'S SPOT RADIO

## Call McGillvra

**WMEX — Boston**
The Hub's only full-time independent station — 5000 watts.

**WGKV — Charleston**
Carries all top-flight Red, Blue and Mutual programs, and is Charleston's most popular station.

**KVOD — Denver**
Blue's popular outlet in Denver — check our Hoopers — second largest coverage — best dollar value on cost coverage and popularity.

**CKLW — Detroit**
Mutual outlet — second largest coverage — programs not duplicated by local stations in Toledo, Lansing, Jackson, Flint, Saginaw and Bay City.

**WLAV — Grand Rapids**
With Blue and Mutual rings the bell in metropolitan Grand Rapids. (Note: Chicago stations cover rural Western Michigan.)

**KCMO — Kansas City**
Blue — one of Kansas City's three fulltime stations — has best availabilities at reasonable rates.

**KPAS — Los Angeles**
10,000 watts directional north and south has third largest coverage in Southern California.

**WBML — Macon**
Blue and Mutual — good values! good spots! has best availabilities open at most reasonable cost.

**WNOE — New Orleans**
Mutual — covers 25% Louisiana's population — 50% Louisiana's drug sales! Wise choice when results really count.

**WOV — New York**
Favorite listening post of N. Y. Italian population, *larger than Rome itself*. After 6 p.m. — in English. New York's fastest growing Independent station — see Hooper!

**KPAC — Port Arthur**
Mutual — excellent coverage of important Port Arthur — Beaumont — Orange ration-book population of 1,157,000!

**KLX — Oakland**
Brilliant personality and showmanship attracts huge Oakland Bay area audience.

**KXL — Portland**
Highest powered station in the state of Oregon, 10,000 watts, directional, north and south. Covers rapidly growing prosperous region, reaches area not covered well by other stations.

**WSAY — Rochester**
All Mutual and many Blue programs now breaking ground for 1,000 watts power.

**WSYB — Rutland**
Popular Yankee Network and Mutual outlet serving wide area. Good buys available.

**KROY — Sacramento**
Has over twice as many hours of network commercials aired in this market — therefore Sacramento's most popular station.

**WTSP — St. Petersburg**
Mutual — covers Tampa — Clearwater — St. Petersburg Metropolitan area.

**KLO — Salt Lake City and Ogden**
Mutual — offers best coverage of Utah's two most important markets.

**KMO — Tacoma**
Mutual — most popular home station — is Tacoma's only network outlet for Washington's second largest city.

**KOME — Tulsa**
Blue and Mutual — Best dollar value in Tulsa on basis of cost and popularity.

**WBRY — Waterbury**
Columbia — very popular in this busy, prosperous, thickly-settled area.

**KPQ — Wenatchee**
Blue — serves exclusively a wide area between Seattle and Spokane.

**KIT — Yakima**
Mutual — blankets trading area of 153,000 in central Washington.

**Utah**
Completely covered by Intermountain Network — five stations all Mutual. Delivers more listeners outside of Salt Lake City than there are in Salt Lake City.

# JOSEPH HERSHEY McGILLVRA, Inc.

NEW YORK, 17
366 Madison Avenue
MUrray Hill 2-8755

CHICAGO, 11
919 N. Michigan Avenue
Superior 3444

SAN FRANCISCO, 4
627 Mills Building
Sutter 1393

LOS ANGELES, 15
445 Western Pacific Building
Prospect 5319

# *Directory of*
# BROADCASTING STATION REPRESENTATIVES

[Continued from Page 190]

## FREE & PETERS, Inc.

**Chicago 1**—180 No. Michigan Ave. Tel.: Franklin 6373. Mgr.: James L. Free.
**New York City 17**—444 Madison Ave. Tel.: Plaza 5-4130. Mgr.: H. Preston Peters.
**San Francisco 4**—111 Sutter St. Tel.: Sutter 4353. Mgr.: A. Leo Bowman.
**Hollywood 28**—1512 N. Gordon St. Tel.: Gladstone 3949. Mgr.: Hal W. Hoag.
**Atlanta 3**—Palmer Bldg. Tel.: Main 5667. Mgr.: James M. Wade.

*Represents*

WGR, Buffalo, N. Y.
WKBW, Buffalo, N. Y.
WCKY, Cincinnati
WOC, Davenport, Ia.
WHO, Des Moines
KMA, Shenandoah, Ia.
WDAY, Fargo, N. D.
KMBC, Kansas City
WISH, Indianapolis
KFAR, Fairbanks, Alaska
KDAL, Duluth
WKZO, Kalamazoo, Mich.
WTCN, Minneapolis-St. Paul
WMBD, Peoria, Ill.
KSD, St. Louis
WFBL, Syracuse
WCSC, Charleston, S. C.
WIS, Columbia, S. C.
WPTF, Raleigh, N. C.
WDBJ, Roanoke, Va.
WAVE, Louisville
KOMA, Oklahoma City
KTUL, Tulsa, Okla.
KECA, Los Angeles
KOIN, Portland, Ore.
KALE, Portland, Ore.
KOB, Albuquerque, N. M.
KROW, Oakland, Cal.
KIRO, Seattle
WCBM, Baltimore

## W. S. GRANT

**San Francisco**—580 Market St. Tel.: Garfield 7700. Mgr.: W. S. Grant.
**Los Angeles**—412 W. 6th St. Tel.: Vandyke 5875. Mgr.: Murray Bothwell.

*Exclusive Representation McClung Stations*

KVCV, Redding, Cal.
*KTRB, Modesto, Cal.
KHSL, Chico, Cal.
KMYC, Marysville, Cal.
KYOS, Merced, Cal.
*KTKC, Visalia, Cal.
KDON, Monterey, Cal.
*KFJI, Klamath Falls ,Ore.

## HOMER GRIFFITH CO.

**Hollywood 28**—6362 Hollywood Blvd. Tel.: Granite 6113. Mgr.: Homer Griffith.
**San Francisco 5**—681 Market St. Tel.: Garfield 5512. Mgr.: R. J. Bidwell.
**Seattle**—Smith Tower. Tel.: Elliott 7417. Mgr.: Robert S. Nichols.

*Represents*

* KJBS, San Francisco
*KTKC, Visalia, Cal.
*KSRO, Santa Rosa, Cal.
*KHUB, Watsonville, Cal.
KVEC, San Luis Obispo, Cal.
*KTRB, Modesto, Cal.
KENO, Las Vegas, Nevada
*KWJJ, Portland, Ore.
*KMED, Medford, Ore.
*KWIL, Albany, Ore.
*KBKR, Baker, Ore.
*KODL, The Dalles, Ore.
*KELA, Centralia, Wash.
*KTFI, Twin Falls, Idaho
*KSEI, Pocatello, Idaho
*KPOW, Powell, Wyo.
*KWYO, Sheridan, Wyo.
KFQD, Anchorage, Alaska
*KDFN, Casper, Wyo.
KVRS, Rock Springs, Wyo.
KGEZ, Kalispell, Mont.
KFNF, Shenandoah, Ia.
*WIRE, Indianapolis
*WHLS, Port Huron, Mich.
*WKOK, Sunbury, Pa.
KTOH, Lihue, T. H.

## MELCHOR GUZMAN COMPANY Inc.

**New York City**—9 Rockefeller Plaza. Tel.: Circle 7-2450. Mgr.: A. M. Martinez.
(*Represents stations in Cuba, Mexico, Central and South America*)

## HEADLEY-REED CO.

**New York City**—405 Lexington Ave. Tel.: Murray Hill 3-5470. Mgr.: Frank M. Headley.
**Chicago**—180 No. Michigan Ave. Tel.: Franklin 4686. Mgr.: Dwight S. Reed.
**Detroit**—New Center Bldg. Tel.: Madison 4675. Mgr.: Harry H. Walsh.
**Atlanta**—Glenn Bldg. Tel.: Walnut 1636. Mgr.: Gregory Murphy.
**San Francisco**—300 Montgomery St. Tel.: Yukon 1265. Mgr.: Ralph Mitchell.

*Represents*

*WSGN, Birmingham, Ala.
WSFA, Montgomery, Ala.
*WNBC, Hartford, Conn.
WROK, Rockford, Ill.
KFEQ, St. Joseph, Mo.
WSOC, Charlotte, N. C.
WITH, Baltimore
KANS, Wichita, Kan.
WSJS, Winston-Salem, N. C.
WBAB, Atlantic City, N. J.
WHLD, Niagara Falls, N. Y.
WKIP, Poughkeepsie, N. Y.
WFAS, White Plains, N. Y.
KMMJ, Grand Island, Neb.
WFMJ, Youngstown, O.
WFBG, Altoona, Pa.
WJAC, Johnstown, Pa.
WAPO, Chattanooga, Tenn.
WGAC, Augusta, Ga.
WSAN, Allentown, Pa.
WALA, Mobile, Ala.
WJW, Cleveland, O.
WKNE, Keene, N. H.
WFTL, Miami
WSAM, Saginaw, Mich.
WAGF, Dothan, Ala.
*WNLC, New London, Conn.
WAGA, Atlanta
WLOK, Lima, O.

## GEORGE P. HOLLINGBERY CO.

**Chicago**—307 No. Michigan Ave. Tel.: State 2898. Mgr.: George P. Hollingbery.
**New York City**—420 Lexington Ave. Tel.: Murray Hill 3-9447. Mgr.: F. E. Spencer Jr.
**Detroit**—Park & Adams Sts. Tel.: Cherry 5200. Mgr.: Fred F. Hague.
**Atlanta**—Healy Bldg. Tel.: Walnut 3856. Mgr.: M. P. Martin.
**San Francisco**—300 Montgomery St. Tel.: Douglas 4393. Mgr.: R. J. Birch.
**Los Angeles**—607 So. Hill St. Tel.: Vandike 7386. Mgr.: J. V. Fisler.

*Represents*

WHAM, Rochester, N. Y.
WEBC, Duluth, Minn.
WADC, Akron, O.
WTMA, Charleston, S. C.
WAAF, Chicago
*WSPR, Springfield, Mass.
WREN, Lawrence, Kan.
WSAV, Savannah, Ga.
WORD, Spartanburg, S. C.
WSPA, Spartanburg, S. C.
WWJ, Detroit
KSCJ, Sioux City, Ia.
WBIG, Greensboro, N. C.
*WIOD, Miami
WBCM, Bay City, Mich.
KOWH, Omaha
KVI, Tacoma, Wash.
WPDQ, Jacksonville, Fla.
*WHIO, Dayton, O.
WJDX, Jackson, Miss.
WEAU, Eau Claire, Wis.
WEEU, Reading, Pa.
WJBO, Baton Rouge, La.
KTSM, El Paso, Tex.
WMFF, Plattsburg, N. Y.
WARM, Scranton, Pa.
WRDW, Augusta, Ga.

## HAL HOLMAN CO.

**New York City**—551 Fifth Ave. Tel.: Murray Hill 2-1983. Mgr.: J. Wythe Walker.
**Chicago**—360 No. Michigan Ave. Tel. Franklin 0016. Mgr.: Hal Holman.

*Represents*

WGOV, Valdosta, Ga.
WHBU, Anderson, Ind.
*WJBK, Detroit
*WHLS, Port Huron, Mich.
WAYX, Waycross, Ga.
WTCM, Traverse City, Mich.
KAND, Corsicana, Tex.
WMAM, Marinette, Wis.
WIBU, Poynette, Wis.
KICD, Spencer, Ia.
*WLBC, Muncie, Ind.
KROS, Clinton, Ia.
*WMIN, Minneapolis
*KNET, Palestine, Tex.
*KPAB, Laredo, Tex.

## NONA KANE

**Boston**—Statler Bldg. Tel.: Hubbard 4949. Mgr.: Nona Kane.

*New England Representation*

*WBIG, Greensboro, N. C.
*WSPR, Springfield, Mass.
*WHYN, Holyoke, Mass.
*WBRK, Pittsfield, Mass.
*WHAI, Greenfield, Mass.
*WSAR, Fall River, Mass.
*WNBH, New Bedford, Mass.
*WFCI, Pawtucket, R. I.
*WNBC, Hartford, Conn.
*WELI, New Haven, Conn.
*WNLC, New London, Conn.
*WNAB, Bridgeport, Conn.
*WSYB, Rutland, Vt.
*WCOU, Lewiston, Me.
WAGM, Presque Isle, Me.

## †THE KATZ AGENCY

**New York City**—500 Fifth Ave. Tel.: Wisconsin 7-8620. Sales Mgr.: George Brett.
**Chicago**—307 No. Michigan Ave. Tel.: Central 4006. Mgr.: Gerald H. Gunst.
**Detroit**—General Motors Bldg. Tel.: Trinity 2-7685. Mgr.: Ralph Bateman.
**Kansas City**—Bryant Bldg. Tel.: Victor 7095. Mgr.: Gordon Gray.
**Atlanta**—Marietta St. Bldg. Tel.: Walnut 4795. Mgr.: Fred M. Bell.
**Dallas**—Republic Bank Bldg. Tel.: Central 7936. Mgr.: Frank Brimm.
**San Francisco**—Monadnock Bldg. Tel.: Sutter 7498. Mgr.: Richard S. Railton.
**Los Angeles**—530 W. 6th St. Tel.: Tucker 3219.

*Represents*

WGST, Atlanta
KGHL, Billings, Mont.
WMT, Cedar Rapids-Waterloo
WCFL, Chicago
WKRC, Cincinnati
KVOR, Colorado Springs
WNAX, Yankton, S. D.
WISN, Milwaukee
KUTA, Salt Lake City
WFBM, Indianapolis
WCAE, Pittsburgh
WDAE, Tampa, Fla.
WTAD, Quincy, Ill.
KLZ, Denver
KRNT, Des Moines
KSO, Des Moines
KGU, Honolulu
WFIL, Philadelphia
KLRA, Little Rock, Ark.
WMAZ, Macon, Ga.
WREC, Memphis, Tenn.
WWL, New Orleans
WKY, Oklahoma City
WTOC, Savannah, Ga.
*KFPY, Spokane, Wash.
WSPD, Toledo, O.
*WLAW, Lawrence, Mass.

## JOHN KEATING

**Portland, Ore.**—Studio Bldg. Tel.: Beacon 1009. Mgr.: James McLoughlin.

*Special regional representation of Oregon, Washington and Idaho stations*

*KAST, Astoria, Ore.
KRNR, Roseburg, Ore.
*KFJI, Klamath Falls, Ore.
KSLM, Salem, Ore.
*KOOS, Marshfield, Ore.
*KBND, Bend, Ore.
*KBKR, Baker, Ore.
*KORE, Eugene, Ore.
KMED, Medford, Ore.
KUIN, Grants Pass, Ore.
*KLBM, LaGrande, Ore.
KWRC, Pendleton, Ore.
*KODL, The Dalles, Ore.
*KWIL, Albany, Ore.
*KIDO, Boise, Ida.
*KTFI, Twin Falls, Ida.
KRLC, Lewiston, Ida.
KWLK, Longview, Wash.
*KFPY, Spokane, Wash.
*KELA, Centralia, Wash.
*KGY, Olympia, Wash.
*KXRO, Aberdeen, Wash.
*KMO, Tacoma, Wash.
KVOS, Bellingham, Wash.
*KPQ, Wenatchee, Wash.
*KIT, Yakima, Wash.
*KUJ, Walla Walla, Wash.

## JOSEPH HERSHEY McGILLVRA, Inc.

**New York City**—366 Madison Ave. Tel.: Murray Hill 2-8755. Mgr.: Adam J. Young Jr.
**Chicago**—919 No. Michigan Ave. Tel.: Superior 3444. Mgr.: Walter Beadell.
**Los Angeles**—Western Pacific Bldg. Tel.: Prospect 5319. Mgr.: Al Tewkesbury.
**San Francisco**—Mills Bldg. Tel.: Sutter 1393. Mgr.: Duncan A. Scott.

*Represents*

*CKLW, Detroit
KPAS, Los Angeles
KLX, Oakland, Cal.
*KROY, Sacramento, Cal.
KVOD, Denver
*WBRY, Waterbury, Conn.
WTSP, St. Petersburg, Fla.
WNOE, New Orleans, La.
WMEX, Boston
WLAV, Grand Rapids, Mich.
WSOO, Sault Ste. Marie, Mich.
KCMO, Kansas City, Mo.
*WOV, New York City
WSAY, Rochester, N. Y.
KXL, Portland, Ore.
KLO, Ogden, Utah
KOVO, Provo, Utah
*WSYB, Rutland, Vt.
*KPQ, Wenatchee, Wash.
WGKV, Charleston, W. Va.
KEUB, Price, Utah
KPAC, Port Arthur, Tex.
*KMO, Tacoma
*KIT, Yakima
KGHF, Pueblo, Colo.
(March 1)
KPRO, Riverside, Cal.
KOME, Tulsa, Okla.
WBML, Macon, Ga.

*Canadian Stations Represented*

CJCJ, Calgary, Alta.
CJOR, Vancouver, B. C.
CKX, Brandon, Man.
CFAR, Flin Flon, Man.
CKY, Winnipeg, Man.
CKCW, Moncton, N. B.
CJGX, Yorkton, Sask.
CHSJ, Saint John, N. B.
CHML, Hamilton, Ont.
CFPL, London, Ont.
CKCO, Ottawa, Ont.
CFOS, Owen Sound, Ont.
CKTB, St. Catherines, Ont.
CFRB, Toronto, Ont.
CKRM, Regina, Sask.
CKCL, Toronto, Ont.
*CKLW, Windsor, Ont.
CHLP, Montreal, Que.
CKAC, Montreal, Que.
CHNC, New Carlisle, Que.
CHRC, Quebec, Que.
CJBR, Rimouski, Que.
CHOV, Pembroke, Ont.
CFBR, Brockville, Ont.
CJRL, Kenora, Ont.

*Mexican Stations Represented*

XEW, Mexico City
XEQ, Mexico City

## †J. P. McKINNEY & SON

**New York City**—30 Rockefeller Plaza. Tel.: Circle 7-1178. Mgr.: Norbert L. O'Brien.
**Chicago**—400 No. Michigan Ave. Tel.: Superior 9866.
**San Francisco**—681 Market St. Tel.: Garfield 0947.

*Represents*

WENY, Elmira, N. Y.
WABY-WOKO, Albany
WRAK, Williamsport, Pa.
WTHT, Hartford, Conn.
WHEC, Rochester, N. Y.
WHDL, Olean, N. Y.
WDAN, Danville, Ill.

## NATIONAL BROADCASTING CO. [NBC SPOT]

(National Spot and Local Sales Dept.)

**New York City**—30 Rockefeller Plaza. Tel.: Circle 7-8300. Mgr.: J. V. McConnell.
Asst. Mgrs.: W. O. Tilenius, W. C. Roux.
**Chicago**—Merchandise Mart. Tel.: Superior 8300. Mgr.: O. Morton.
**Cleveland**—815 Superior Ave. N.E. Tel.: Cherry 0942. Mgr.: D. G. Stratton.
**Boston**—Hotel Bradford. Tel.: Hancock 4261. Mgr.: Elmer Kettell.
**Denver**—1625 California St. Tel.: Main 6211. Mgr.: James R. MacPherson.
**Hollywood**—Sunset & Vine. Tel.: Hollywood 6161. Mgr.: Fred C. Selzer Jr.
**San Francisco**—Taylor & O'Farrell Sts. Tel.: Sutter 1920. Mgr.: Donald Norman.
**Washington**—Trans-Lux Bldg. Tel.: Republic 4000. Mgr.: Mahlon Glascock.

*Represents*

WEAF, New York City
WBZ, Boston
WBZA, Springfield, Mass.
WOWO, Fort Wayne, Ind.
WMAQ, Chicago
WTAM, Cleveland
KYW, Philadelphia
KPO, San Francisco
WGL, Fort Wayne, Ind.
WRC, Washington
KDKA, Pittsburgh
WGY, Schenectady
KOA, Denver

**(Continued on page 194)**

# COORDINATION

The geography of advertising is complex.

It requires many men working together, calling on agency, advertiser, district representative.

The complexities of present day selling in the national field require closely supervised inter-office coordination which can be delivered only by a large, mobile organization working under experienced direction.

The Katz Agency maintains eight strategically located offices to give complete coverage of all points where national advertising originates.

Operating out of these eight offices are 26 experienced salesmen, delivering thorough-going coverage of every individual of influence in national advertising: manufacturer, agency, jobber and distributor.

*STATIONS REPRESENTED BY*

**THE KATZ AGENCY**

| | | |
|---|---|---|
| WGST | Atlanta, Ga. | CBS |
| KGHL | Billings, Mont. | NBC |
| WMT | Cedar Rapids-Waterloo, Ia. | CBS |
| WCFL | Chicago, Ill. | NBC |
| WKRC | Cincinnati, Ohio | MBS |
| KVOR | Colorado Springs, Colo. | CBS |
| KLZ | Denver, Colo. | CBS |
| KRNT | Des Moines, Ia. | CBS |
| KSO | Des Moines, Ia. | Blue |
| KGU | Honolulu, T. H. | NBC |
| WFBM | Indianapolis, Ind. | CBS |
| WLAW | Lawrence, Mass. | CBS |
| KLRA | Little Rock, Ark. | CBS |
| WMAZ | Macon, Ga. | CBS |
| WREC | Memphis, Tenn. | CBS |
| WISN | Milwaukee, Wis. | CBS |
| WWL | New Orleans, La. | CBS |
| WKY | Oklahoma City, Okla. | NBC |
| WFIL | Philadelphia, Pa. | Blue |
| WCAE | Pittsburgh, Pa. | MBS |
| WTAD | Quincy, Ill. | CBS |
| KUTA | Salt Lake City, Utah | Blue |
| WTOC | Savannah, Ga. | CBS |
| KFPY | Spokane, Wash. | CBS |
| WDAE | Tampa, Fla. | CBS |
| WSPD | Toledo, Ohio | NBC |
| WNAX | Yankton, S. D. - Sioux City, Ia. | CBS |

The Georgia Major Market Trio
The Cowles Group

# THE KATZ AGENCY, INC.

*NATIONAL ADVERTISING REPRESENTATIVES SINCE 1888*

**New York**
**Chicago**
**Detroit**
**Atlanta**

**Kansas City**
**Dallas**
**Los Angeles**
**San Francisco**

# *Directory of* BROADCASTING STATION REPRESENTATIVES

[Continued from Page 192]

## NORTHWEST RADIO ADVERTISING CO.

**Seattle, Wash.**—American Bldg. Tel.: Elliott 5488. Mgr.: Edwin A. Kraft.

*Represents*

*KINY, Juneau, Alaska
*KTKN, Ketchikan, Alaska

## PAN AMERICAN BROADCASTING CO.

**New York City**—330 Madison Ave. Tel.: Murray Hill 2-0811. Mgr.: E. Bernald.
**Chicago**—228 No. LaSalle St. Tel.: State 5096. Mgr.: Fred R. Jones.

*Represents stations in*

Argentina
Bolivia
British Guiana
Chile
Columbia
Costa Rica
Dominican Republic
Ecuador
El Salvador
Guatemala
Haiti
Honduras
Nicaragua
Panama
Paraguay
Peru
Puerto Rico
Uruguay
Venezuela
Newfoundland
Alaska

## JOHN E. PEARSON CO.

**Chicago**—London Guarantee Bldg. Tel.: Franklin 2359. Mgr.: John E. Pearson.
**New York City**—250 Park Ave. Tel.: Plaza 8-2255. Mgr.: Hines H. Hatchett.

*Represents*

KGBX, Springfield, Mo.
KWTO, Springfield, Mo.
KDTH, Dubuque, Ia.
*WIND, Gary, Ind.
WLOL, Minneapolis-St. Paul
KLCN, Blytheville, Ark.
WHBL, Sheboygan, Wis.
WCAR, Pontiac, Mich.
WLAK, Lakeland, Fla.
WQXR, New York City
WEW, St. Louis
*WJJD, Chicago
*WIRE, Indianapolis
KGGF, Coffeyville, Kan.
KSAL, Salina, Kan.
WAOV, Vincennes, Ind.
Southern Minnesota Network
WKRO, Cairo, Ill.
KFVS, Cape Girardeau, Mo.
WCAZ, Carthage, Ill.
KWOC, Poplar Bluff, Mo.
KHMO, Hannibal, Mo.
KRBC, Abilene, Tex.
KBST, Big Spring, Tex.
KPLT, Paris, Tex.
KGKL, San Angelo, Tex.
KCMC, Texarkana, Tex.
KPHO, Phoenix, Ariz.
KWBU, Corpus Christi, Tex.

## †JOHN H. PERRY ASSOCIATES

**New York City**—310 E. 45th St. Tel.: Murray Hill 4-1647. Mgr.: William K. Dorman.
**Philadelphia**—12 S. 12th St. Tel.: Walnut 3555. Mgr.: Robert Hitchings.
**Chicago**—122 So. Michigan Ave. Tel.: Harrison 8085. Mgr.: O. J. Ranft.
**Detroit**—7338 Woodward Ave. Tel.: Madison 0790. Mgr.: J. J. Higgins.
**Atlanta**—Rhodes-Haverty Bldg. Tel.: Walnut 1334. Mgr.: Mrs. Alice S. Grant.

*Represents*

WCOA, Pensacola, Fla.
WJHP, Jacksonville, Fla.
WTMC, Ocala, Fla.
WLAP, Lexington, Ky.
WDLP, Panama City, Fla.
WCMI, Ashland, Ky.

## EDWARD PETRY & CO., Inc.

**New York City**—17 E. 42nd St. Tel.: Murray Hill 2-4400. Mgr.: Henry I. Christal.
**Chicago**—400 No. Michigan Ave. Tel.: Delaware 8600. Mgr.: Edward E. Voynow.
**Detroit**—General Motors Bldg. Tel.: Madison 1035. Mgr. William Cartwright.
**San Francisco 4**—Russ Bldg. Tel.: Garfield 4010. Mgr.: Earle H. Smith.
**Los Angeles**—601 W. Fifth St. Tel.: Michigan 8729. Mgr.: Chester G. Matson.
**St. Louis**—Shell Bldg. Tel.: Garfield 5194. Mgr.: George Kercher.

*Represents*

Yankee Network
WSB, Atlanta
WNAC, Boston
WAAB, Worcester
WICC, Bridgeport, Conn.
WBEN, Buffalo, N. Y.
WGAR, Cleveland
WFAA, Dallas
WBAP, Fort Worth
WJR, Detroit
KPRC, Houston
WDAF, Kansas City
WAGE, Syracuse, N. Y.
KARM, Fresno, Cal.
KFOR, Lincoln, Neb.
KGA, Spokane
WBAL, Baltimore
KARK, Little Rock, Ark.
KFI, Los Angeles
WHAS, Louisville
WLLH, Lowell, Mass.
WTMJ, Milwaukee
KSTP, St. Paul
WSM, Nashville
WSMB, New Orleans
WTAR, Norfolk
KOIL, Omaha
KGW, Portland, Ore.
KFAB, Lincoln, Neb.
KGKO, Fort Worth
Texas Quality Network
WEAN, Providence
WRNL, Richmond
KSL, Salt Lake City
WOAI, San Antonio
KOMO, Seattle
KHQ, Spokane, Wash.
WMAS, Springfield, Mass.
KVOO, Tulsa, Okla.
KFH, Wichita, Kan.
KQW, San Francisco

## RADIO ADVERTISING CO.

**New York City 17**—521 Fifth Avenue. Tel.: Murray Hill 2-2170. Mgrs.: Louis J. F. Moore, John Mayo.
**Chicago 1**—333 No. Michigan Ave. Tel.: Central 1743. Mgr.: Robert L. Swats Jr.
**Detroit 2**—General Motors Bldg. Tel.: Trinity 2-3553. Mgr.: Richard F. Kopf.
**Los Angeles 14**—530 W. Sixth St. Tel.: Van Dyke 1901. Mgr.: J. Leslie Fox.
**San Francisco 4**—Russ Bldg. Tel.: Exbrook 2093. Mgr.: David H. Sandeberg.

*Represents*

WCLE, Cleveland
WHKC, Columbus, O.
WTOL, Toledo, O.
WMBS, Uniontown, Pa.
KROC, Rochester, Minn.
The Oklahoma Network
KWBW, Hutchinson, Kan.
WEST, Easton, Pa.
WAZL, Hazleton, Pa.
WJNO, West Palm Beach, Fla.

## RADIO SALES

(The Spot Broadcasting Division of Columbia Broadcasting System)

**Chicago**—410 No. Michigan Ave. Tel.: Whitehall 6000. Gen. Sales Mgr.: J. Kelly Smith.
**New York City**—485 Madison Ave. Tel.: Wickersham 2-2000. Mgr.: Howard S. Meighan.
**Los Angeles**—Columbia Square. Tel.: Hollywood 1212. Mgr.: Meredith R. Pratt.
**San Francisco**—Palace Hotel. Tel.: Yukon 1700. Mgr.: O. G. Morby.
**Charlotte**—Wilder Bldg. Tel.: 3-8833. Mgr.: Royal Penny.
**St. Louis**—Mart Bldg. Tel.: Central 8240. Mgr.: Carter Ringlep.

*Represents*

WABC, New York City
WBBM, Chicago
WTOP, Washington
CBS, New England Network
KNX, Los Angeles
KMOX, St. Louis
WBT, Charlotte, N. C.
CBS, Pacific Network
WCCO, Minneapolis
WEEI, Boston
WAPI, Birmingham, Ala.
CBS, California Network

## WILLIAM G. RAMBEAU CO.

**Chicago**—360 No. Michigan Ave. Tel.: Andover 5566. Mgr.: William G. Rambeau.
**New York City**—Chanin Bldg. Tel.: Lexington 2-1820. Mgr.: Paul S. Wilson.
**Hollywood**—5833 Fernwood Ave. Tel.: Granite 3636. Mgr.: Fred L. Allen.

*Represents*

WJAS, Pittsburgh
WIL, St. Louis
KFWB, Los Angeles
*KJBS, San Francisco
WDSM, Superior-Duluth
KBON, Omaha
KBUR, Burlington, Ia.
*WNAB, Bridgeport, Conn.
WRAW, Reading, Pa.
WHBQ, Memphis
KMYR, Denver
*KTKC, Visalia, Cal.
WATR, Waterbury, Conn.
WDGY, Minneapolis
WHEB, Portsmouth, N. H.
WJTN, Jamestown, N. Y.
*WFCI, Pawtucket, R. I.
WJEJ, Hagerstown, Md.
KEVR, Seattle
KFMB, San Diego
*WELI, New Haven, Conn.
*WHN, New York

## PAUL H. RAYMER CO.

**Chicago**—Tribune Tower. Tel.: Superior 4473. Mgr.: Walter I. Tenney.
**New York City**—366 Madison Ave. Tel.: Murray Hill 2-8689. Mgr.: Fred C. Brokaw.
**San Francisco**—Russ Bldg. Tel.: Exbrook 2093. Mgr.: David H. Sandeberg.
**Los Angeles**—530 W. Sixth St. Tel.: Vandike 1901. Mgr.: J. Leslie Fox.
**Detroit**—General Motors Bldg. Tel.: University 2-3553. Mgr.: Richard F. Kopf.

*Represents*

Michigan Radio Network, McClatchy Beeline, Arizona Broadcasting Co.

WPRO, Providence
KWK, St. Louis
WSYR, Syracuse, N. Y.
WTRY, Troy, N. Y.
WRVA, Richmond, Va.
WLAC, Nashville, Tenn.
WDRC, Hartford, Conn.
KTAR, Phoenix, Ariz.
KVOA, Tucson, Ariz.
KTMS, Santa Barbara, Cal.
WKBN, Youngstown, O.
KMPC, Los Angeles
KOH, Reno, Nev.
KFBK, Sacramento, Cal.
KERN, Bakersfield, Cal.
KMJ, Fresno, Cal.
KWG, Stockton, Cal.
WCAO, Baltimore
WBRC, Birmingham, Ala.
WDOD, Chattanooga, Tenn.
WXYZ, Detroit
WOOD, Grand Rapids, Mich.
*WCAU, Philadelphia (Pacific)
WKBO, Harrisburg, Pa.
WGAL, Lancaster, Pa.
WORK, York, Pa.
WDEL-WILM, Wilmington, Del.
KFSD, San Diego, Cal.
WSBT, South Bend, Ind.
WGAN, Portland, Me.
WHK, Cleveland
KEX, Portland, Ore.
WTAG, Worcester, Mass.
KJR, Seattle
KWFT, Wichita Falls, Tex.
*WGN, Chicago
KXO, El Centro, Cal.

## VIRGIL REITER & CO.

**Chicago**—400 No. Michigan Ave. Tel.: Superior 5072. Mgr.: Virgil Reiter.

*Represents*

*WCAU, Philadelphia (Chicago only)
*WIBX, Utica, N. Y. (Chicago only)

## SEARS & AYER, Inc.

**Chicago**—612 No. Michigan Ave. Tel.: Superior 8177. Mgr.: B. H. Sears.
**New York City**—295 Madison Ave. Tel.: Lexington 2-0772. Mgr.: P. Joseph Bogner.
**Kansas City**—15 W. 10th St. Tel.: Victor 0021. Mgr.: William M. Temple.

*Represents*

WJBY, Gadsden, Ala.
WHBB, Selma, Ala.
WKEU, Griffin, Ga.
WTMV, E. St. Louis, Ill.
WCBS, Springfield, Ill.
KTSW, Emporia, Kan.
*KWYO, Sheridan, Wyo.
WGIL, Galesburg, Ill.
KWOS, Jefferson City, Mo.
WMBH, Joplin, Mo.
WLPM, Suffolk, Va.
*KDFN, Casper, Wyo.
WPAD, Paducah, Ky.
WHOP, Hopkinsville, Ky.
WSON, Henderson, Ky.
WGCM, Gulfport, Miss.
WMOB, Mobile, Ala.
WAML, Laurel, Miss.
WBTA, Batavia, N. Y.
KORN, Fremont, Neb.
*KPOW, Powell, Wyo.
WCBI, Columbus, Miss.
KGFW, Kearney, Neb.
Lake Superior Radio Group
WHMA, Anniston, Ala.
WLAY, Muscle Shoals, Ala.
WJBC, Bloomington, Ill.
WHDF, Calumet, Mich.
WJMS, Ironwood, Mich.
WATW, Ashland, Wis.
WFOR, Hattiesburg, Miss.
KTTS, Springfield, Mo.

## SPOT SALES Inc.

*Executives*—James D. Shouse, president; Loren L. Watson, executive vice-president; William B. Dolph, vice-president-treasurer; E. M. (Peggy) Stone, secretary.
**New York City**—400 Madison Ave. Tel.: Eldorado 5-5040. Executive vice-president: Loren L. Watson. Mgr.: Peggy Stone.
**Chicago**—London Guarantee Bldg. Tel.: Franklin 8520. Mgr.: Martin J. McGeehan.
**San Francisco**—5 Third St. Tel.: Douglas 2536. Mgr.: John Livingston.
**Hollywood**—1650 Cosmo St. Tel.: Hollywood 6928. Mgr.: John Livingston.

*Represents*

WSAI, Cincinnati
KYA, San Francisco
WCOS, Columbia, S. C.
WTBO, Cumberland, Md.
KQV, Pittsburgh
WHJB, Greensburg, Pa.
WKST, New Castle, Pa.
WMPS, Memphis, Tenn.
*WAAT, Jersey City (Outside New York City)
WATL, Atlanta
WRBL, Columbus, Ga.
*WLW, Cincinnati (West Coast only)
WOL, Washington
WSIX, Nashville
WCED, DuBois, Pa.
WERC, Erie, Pa.
WKWK, Wheeling, W. Va.
WKAT, Miami Beach, Fla.
WHDH, Boston
KGHI, Little Rock, Ark.
*WMUR, Manchester, N. H.
WTTM, Trenton, N. J.
WIBG, Philadelphia
KGER, Long Beach, Cal.
WABI, Bangor, Me.
WSBA, York, Pa.

## THE WALKER CO.

**New York City**—551 Fifth Ave. Tel.: Murray Hill 2-0374. Mgr.: Wythe Walker.
**Chicago**—360 No. Michigan Ave. Tel.: State 5037.
**Kansas City**—1012 Baltimore. Tel.: Grand 0810.
**San Francisco**—681 Market St. Tel.: Douglas 7404.

*Represents*

KUOA, Siloam Springs, Ark.
*KSEI, Pocatello, Ida.
*WSAR, Fall River, Mass.
KGIR, Butte, Mont.
WJAG, Norfolk, Neb.
WICA, Ashtabula, O.
KFKA, Greeley, Colo.
*KTFI, Twin Falls, Ida.
KRBM, Bozeman, Mont.
WRJN, Racine, Wis.
KPFA, Helena, Mont
KLPM, Minot, N. D.
KABR, Aberdeen, S. D.
*WABI, Bangor, Me.
KOBH, Rapid, City, S. D.
KFXJ, Grand Junction, Colo.
*WLBC, Muncie
KFJB, Marshalltown, Ia.

(Continued on page 196)

# RADIO SALES

***The SPOT Broadcasting Division of CBS***

offers advertisers the most complete and rounded service in...

- ★ SPOT BROADCASTING
- ★ LOCAL ORIGINATIONS
- ★ ANNOUNCEMENTS
- ★ MARKET DATA

...for the nine major stations and three regional networks listed on this page.

OFFICES: 485 Madison Ave., New York 22 • 410 N. Michigan Ave., Chicago 11 • Columbia Sq., Hollywood 28 • 401 S. 12th Blvd., St. Louis 2 • Palace Hotel, San Francisco 5 • Wilder Bldg., Charlotte 2

**WABC**
NEW YORK
50,000 WATTS

**WAPI**
BIRMINGHAM
5,000 WATTS

**WBBM**
CHICAGO
50,000 WATTS

**WBT**
CHARLOTTE
50,000 WATTS

**WCCO**
MINNEAPOLIS-ST. PAUL
50,000 WATTS

**WEEI**
BOSTON
5,000 WATTS

**WTOP**
WASHINGTON
50,000 WATTS

**KMOX**
ST. LOUIS
50,000 WATTS

**KNX**
LOS ANGELES
50,000 WATTS

Columbia California Network
Columbia Pacific Network
Columbia New England Network

# *Directory of*
# BROADCASTING STATION REPRESENTATIVES

[Continued from Page 194]

## WEED & CO.

**New York City**—350 Madison Ave. Tel.: Vanderbilt 6-4542. Mgr.: Joseph J. Weed.
**Chicago**—203 No. Wabash Ave. Tel.: Randolph 7730. Mgr.: C. C. Weed.
**Detroit**—General Motors Bldg. Tel.: Madison 6366. Mgr.: Charles M. Adell.
**San Francisco**—Hotel Mark Hopkins. Tel,: Yukon 1899. Mgr.: Lincoln P. Simonds.
**Boston**—Statler Bldg. Tel.: Hubbard 5677. Mgr.: Charles D. Kean.
**Hollywood**—6253 Hollywood Blvd. Tel.: Hillside 8611. Mgr.: Lincoln P. Simonds.

*Represents*

WMCA, New York
WTIC, Hartford, Conn.
WORC, Worcester, Mass.
*WJAR, Providence, R. I.
*WCSH, Portland, Me.
*WRDO, Augusta, Me.
*WLBZ, Bangor, Me.
*WFEA, Manchester, N. H.
WSUN, St. Petersburg, Fla.
KGGM, Albuquerque, N. M.
WTAQ, Green Bay, Wis.
WRR, Dallas
KFJZ, Fort Worth
WCAX, Burlington, Vt.
WEBR, Buffalo, N. Y.
*WFBC, Greenville, S. C.
WEOA, Evansville, Ind.
WGBF, Evansville, Ind.
WING, Dayton
New England Regional Network
KGLO, Mason City, Ia.
*KFBB, Great Falls, Mont.
WBOW, Terre Haute, Ind.
WDSU, New Orleans
WAYS, Charlotte, N. C.
WRAL, Raleigh, N. C.
KSFO, San Francisco
WWDC, Washington, D. C.
WMBR, Jacksonville, Fla.
WSOY, Decatur, Ill.
WTAX, Springfield, Ill.
WSLI, Jackson, Miss.
WWNY, Watertown, N. Y.
WCOL, Columbus, O.
WIZE, Springfield, O.
Texas State Network
Tobacco Network
WAKR, Akron, O.
KVSF, Santa Fe, N. M.
WACO, Waco, Tex.

*Canadian Stations*

CFAC, Calgary, Alta.
CJCA, Edmonton, Alta.
CFGP, Grand Prairie, Alta.
CJOC, Lethbridge, Alta.
CKOV, Kelowna, B. C.
CJAT, Trail, B. C.
CKWX, Vancouver, B. C.
CJVI, Victoria, B. C.
CFJC, Kamloops, B. C.
CJLS, Yarmouth, N. S.
CHNS, Halifax, N. S.
CJCB, Sydney, N. S.
CJKL, Kirkland Lake, Ont.
CFCH, North Bay, Ont.
CKGB, Timmins, Ont.
CJCS, Stratford, Ont.
CKRC, Winnipeg, Man.
CKSO, Sudbury, Ont.
CKOC, Hamilton, Ont.
CKWS, Kingston, Ont.
CKBI, Prince Albert, Sask.
CHAB, Moose Jaw, Sask.
CKCK, Regina, Sask.
CFNB, Fredericton, N. B.
CFCF, Montreal, Que.
CFCY, Charlottetown, P. E. I.
CHEX, Peterborough, Ont.

## HOWARD H. WILSON CO.

**Chicago**—75 E. Wacker Drive. Tel.: Central 8744. Mgr.: Howard H. Wilson.
**New York City**—551 Fifth Ave. Tel.: Murray Hill 6-1230. Mgr.: David F. Crosier.
**Hollywood**—6362 Hollywood Blvd. Tel.: Granite 6113. Mgr.: Homer Griffith.
**San Francisco**—681 Market St. Tel.: Douglas 4475. Mgr.: R. J. Bidwell.
**Seattle, Wash.**—Smith Tower. Mgr.: Robert S. Nichols.

*Represents*

KELO, Sioux Falls, S. D.
KFBI, Wichita, Kan.
KFDM, Beaumont, Tex.
KFYO, Lubbock, Tex.
KGNC, Amarillo, Tex.
KGHF, Pueblo, Colo.
KXA, Seattle
WHKY, Hickory, N. C.
KROD, El Paso, Tex.
KSOO, Sioux Falls, S. D.
*WDEV, Waterbury, Vt.
WDNC, Durham, N. C.
WDZ, Tuscola, Ill.
KRGV, Weslaco, Tex.
WJHL, Johnson City, Tenn.
WWSR, St. Albans, Vt.
WKBH, LaCrosse, Wis.
WPIC, Sharon, Pa.
WSVA, Harrisonburg, Va.
WHBF, Rock Island, Ill.
WIBA, Madison, Wis.
WOSH, Oshkosh, Wis.
WCOV, Montgomery, Ala.
Lone Star Chain
KRLC, Lewiston, Ida.
*KUJ, Walla Walla
*KELA, Centralia, Wash.
*KXRO, Aberdeen, Wash.
*KGY, Olympia, Wash.
WSNY, Schenectady, N. Y.
WEMP, Milwaukee
WFMD, Frederick, Md.

*Canadian Stations*

CFCN, Calgary, Alta.
CFQC, Saskatoon, Sask.
CKMO, Vancouver, B. C.
CFRN, Edmonton, Alta.
CKPR, Fort William, Ont.
CKCH, Hull, Que.

## HELEN WOOD

**New York City 17**—551 Fifth Ave. Tel.: Murray Hill 2-8228. Mgr.: Helen Wood.

*Represents*

*WIBX, Utica, N. Y.
*WSNY, Schnectady, N. Y.
WSRR, Stamford, Conn.
Connecticut State Network
WAIR, Winston Salem, N. C.

---

## INDIVIDUAL STATION REPRESENTATION

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### *WCAU, Philadelphia

**New York City**—485 Madison Ave. Tel.: Wickersham 2-2000. Rep.: Harold Davis.
(WCAU is represented in Chicago by Virgil Reiter; Boston by Bertha Bannan; Los Angeles by Paul Raymer Co.)

### *WGN, Chicago

**New York City**—220 E. 42nd St. Tel.: Murray Hill 2-3033. Mgr.: Norman Boggs.

### WKAQ, San Juan, P. R.

**New York City**—International Telephone & Telegraph Corp., 67 Broad St. Tel.: Bowling Green 9-3800. Mgr.: Leonard Jacob.

### *WLW, Cincinnati

**Chicago**—360 No. Michigan Ave. Tel.: State 0366. Mgr.: Geo. Clark.
**New York City**—630 Fifth Ave. Tel.: Circle 6-1750. Mgr.: Warren Jennings.
**West Coast**—Represented by Spot Sales Inc.

## DON DAVIS

**Kansas City**—Scarritt Bldg. Tel.: Harrison 1161.
**New York City**—507 Fifth Ave. Tel.: Vanderbilt 6-2550.
**Chicago**—333 No. Michigan Ave. Tel.: Central 7980.
**Los Angeles**—Security Bldg. Tel.: Mutual 6660.

*Represents*

WHB, Kansas City.

## †DE LISSER Inc.

**New York City**—11 E. 44th St. Tel.: Murray Hill 2-1753. Mgr.: William F. Gallagher.
**Philadelphia**—1421 Chestnut St. Tel.: Rittenhouse 1390. Mgr.: Ralph Steen.
**Chicago**—180 No. Michigan Ave. Tel.: Dearborn 8108. Mgr.: W. J. Fitzpatrick Jr.

*Represents*

WSLB, Ogdensburg, N. Y.

## GRACE GIBSON

**Hollywood**—1651 Cosmo St. Tel.: Hollywood 6928. Mgr.: Grace Gibson.

(*Represents Macquarie Network of Australia, Sydney, and through Macquarie represents New Zealand and South African stations.*)

## HOMER HOGAN & CO.

**Chicago 11**—410 No. Michigan Ave. Tel.: Whitehall 4488. Mgr.: Homer Hogan.

*Represents*

KWBU, Corpus Christi, Tex.

## INTERCOLLEGIATE BCSTG. STATION REPRESENTATIVES

**New York City**—507 Fifth Ave. Tel.: Vanderbilt 6-6075. Mgr.: Louis M. Block Jr.

(*Represents Campus Stations at Yale, Columbia, Cornell, Brown, Williams, Union College, Harvard Alabama, Barnard, Pembroke, Haverford, Bryn Mawr, Maryland, Radcliffe.*)

## RAY LINTON

**New York City**—1 E. 42nd St. Tel.: Murry Hill 2-1809. Mgr.: Ray Linton.
**Chicago**—360 No. Michigan Ave. Tel.: Franklin 1039. Mgr.: Harold Higgins.

*Represents*

WAIT, Chicago.

## †TEXAS DAILY PRESS LEAGUE, Inc.

**Chicago**—360 No. Michigan Ave. Tel.: Franklin 5241. Mgr.: D. B. Milliken.

*Represents*

WDWS, Champaign, Ill.

## TRI-CITY STATIONS OF VIRGINIA

**Lynchburg, Va.**—Allied Arts Bldg. Tel.: 3032. Mgr.: Philip P. Allen.

*Represents*

WLVA, Lynchburg, Va.
WBTM, Danville, Va.
WSLS, Roanoke, Va.

RAY LINTON & COMPANY

*Representing Radio Stations*

THE SHORTEST LIST

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| Granite 6113 | Douglas 4475 | Central 8744 | Elliott 7417 | Murray Hill 6-1230 |

# BROADCASTING STATION REPRESENTATIVES

(Canadian)

## J. L. ALEXANDER

**Toronto, Ont.**—100 Adelaide St., W. Tel.: Adelaide 9594. Mgr.: J. L. Alexander.
**Montreal, Que.**—Drummond Bldg. Tel.: Harbour 6448. Mgr.: Frank Lewis.

*Represents*

CJFX, Antigonish, N. S.
CKTB, St. Catherines, Ont.
CKPC, Brantford, Ont.
CJIC, Sault St. Marie, Ont.
CKNX, Wingham, Ont.
CHLP, Montreal, Que. (Toronto only)

## ALL-CANADA RADIO FACILITIES, Ltd.

**Toronto, Ont.**—Victory Bldg. Tel.: Elgin 2464. Mgr.: G. F. Herbert.
**Montreal**—Dominion Square Bldg. Tel.: Lancaster 6400. Mgr.: Burt Hall.
**Winnipeg, Man.**—Electric Railway Chambers. Tel.: 96-861. Mgr.: P. H. Gayner.
**Calgary, Alta.**—Southam Bldg. Tel.: M-7691. Mgr.: H. R. Carson.
**Vancouver, B. C.**—543 Seymour St. Tel.: Marine 9542. Mgr.: J. E. Baldwin.

*Represents*

CFJC, Kamloops, B. C.
CKOV, Kelowna, B. C.
CJAT, Trail, B. C.
CKWX, Vancouver, B. C.
CFAC, Calgary, Alta.
CJCA, Edmonton, Alta.
CFGP, Grande Prairie, Alta.
CHAB, Moose Jaw, Sask.
CJVI, Victoria, B. C.
CKNB, Cambellton, N. B.
CHNC, New Carlisle, Que.
CKBI, Prince Albert, Sask.
CKRM, Regina, Sask.
CKRC, Winnipeg, Man.
CKCK, Regina, Sask.
CFRB, Toronto, Ont.
CKOC, Hamilton, Ont.
CJCS, Stratford, Ont.
CJOC, Lethbridge, Alta.
CFCF, Montreal, Que.
CFNB, Fredericton, N. B.
CHNS, Halifax, N. S.
CJCB, Sydney, N S.
CKSO, Sudbury, Ont.
CFCY, Charlottetown, P. E. I.
VONF, St. Johns, Newfoundland
CJLS, Yarmouth, N. S.

## ASSOCIATED BROADCASTING CO., Ltd.

**Montreal, Que.**—1010 St. Catherine St., W. Tel.: Belair 3325. Mgr.: M. Maxwell.
**Toronto, Ont.**—45 Richmond St., W. Tel.: Adelaide 3248. Mgr.: K. H Gregory.

*(General Canadian station representation non-exclusive)*

## CANADIAN BROADCASTING CORPORATION

**Toronto, Ont.**—55 York St. Tel.: Adelaide 5771. Commercial Mgr.: E. A. Weir.
**Montreal, Que.**—1231 St. Catherine St., W. Tel.: Marquette 8021. Commercial Mgr.: J. A. Dupont.

*Represents CBC-owned Stations*

CBA, Sackville, N. B.
CBJ, Chicoutimi, Que.
CBV, Quebec, Que.
CBF, Montreal, Que.
CBM, Montreal, Que.
CBO Ottawa, Ont.
CBL, Toronto, Ont.
CJBC, Toronto, Ont.
CBK, Watrous, Sask.
CBR, Vancouver, B. C.
CFPR (leased), Prince Rupert, B. C

## NATIONAL BROADCAST SALES

**Toronto, Ont.**—Canadian Bank of Commerce Bldg. Tel.: Elgin 1165. Mgr.: R. A. Leslie.
**Montreal, Que.**——University Tower Bldg. Tel.: Harbour 3051. Mgr.: Roy Hoff.

*Represents*

CFCH, North Bay, Ont.
CKGB, Timmins, Ont.
CKVD, Val d'Or, Que.
CJKL, Kirkland Lake, Ont.
CKRN, Rouyn, Que.
CHEX, Peterborough, Ont.
CKWS, Kingston, Ont.
CHAD, Amos, Que.

## RADIO REPRESENTATIVES, Ltd.

**Toronto, Ont.**—4 Albert St. Tel.: Waverly 5564. Mgr.: J. Slatter.
**Montreal, Que.**—Dominion Sq. Bldg. Tel.: Harbour 7811. Mgr.: W. Dippie.

*Toronto Representation*

CFCN, Calgary, Alta.
CFRN, Edmonton, Alta.
CKPR, Fort William, Ont.
CFQC, Saskatoon, Sask.
CKCV, Quebec, Que.
CHLN, Three Rivers, Que.
CKMO, Vancouver, B. C.
CHLT, Sherbrooke, Que.

*Montreal Representation*

CFQC, Saskatoon, Sask.
CKPR, Fort William, Ont.
CFCN, Calgary, Alta.
CFRN, Edmonton, Alta.
CKCL, Toronto, Ont.
CKCH, Hull, Que.
CKMO, Vancouver, B. C.
CKCV, Quebec, Que.
CHLN, Three Rivers, Que.
CHLT, Sherbrooke, Que.

## STOVIN & WRIGHT

**Toronto, Ont.**—Victory Bldg. Tel.: Adelaide 9184. Mgrs.: H. N. Stovin, C. W. Wright.
**Montreal, Que.**—Keefer Bldg. Tel.: Plateau 8749. Mgr.: J. R. Pearcey.
**Winnipeg, Man.**—Telephone Bldg. Tel.: 92-191. Mgr.: A. J. Messner.

*Represents*

CKY, Winnipeg, Man.
CKX, Brandon, Man.
CFAR, Flin Flon, Man.
CHSJ, St. John, N. B.
CKCW, Moncton, N. B.
CFOS, Owen Sound, Ont.
CFPR, Prince Rupert, B. C.
CJGX, Yorkton, Sask.
CJBR, Rimouski, Que.
CHGB, Ste. Anne de la Pocatiere, Que.
CKCO, Ottawa, Ont.
CFBR, Brockville, Ont.
CKAC, Montreal, Que.
CHPS, Parry Sound, Ont.
CJOR, Vancouver, B. C.
*CKLW, Windsor, Ont.
CFPL, London, Ont.
CJRL, Kenora, Ont.
CKCR, Kitchener, Ont.
CKLN, Nelson, B. C.
CHOV, Pembroke, Ont.
CHML, Hamilton, Ont.

# BRITISH BROADCASTING CORP.

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W. J. Haley, *Editor in Chief*
J. B. Clark, *Controller* (*Overseas Services*)
R. A. Rendall, *Assistant Controller* (*Overseas Services*)
Maurice Gorham, *North American Service Director*

### BRANCH OFFICES:

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Telephone: Circle 7–0656

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John Salt, *Deputy Director*
Wm. R. Reid, *Administration*
Stephen Fry, *Traffic*
Henry David, *Research*
Stanley L. Stevens, *Publicity*
Clement Fuller, *European News Correspondent*
Theodore Lawrence, *Chief Engineer*
Roy Lockwood, *Production*

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1150 Connecticut Avenue, N. W.
Telephone: Executive 1465

Annette Ebsen, *Office Manager*
Michael Barkway, *News Correspondent*

### Chicago 11

430 North Michigan Avenue
Telephone: Delaware 6881

William Newton, *Mid-West Representative*

### San Francisco

1060 Bush Street
Telephone: Ordway 4949

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55 York Street

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**RADIO INFORMATION**

— accurate, up-to-date, and helpful in planning YOUR advertising or public relations program — is *always* at your disposal. Just ask us for it.

**STOVIN & WRIGHT**

*Representing 21 Independent Radio Stations in 21 Leading Markets*

**Montreal • Toronto • Winnipeg**

# RADIO HOMES IN THE UNITED STATES

**Estimated by NAB Research Dept. from 1940 U. S. Census of Housing data. Number of occupied dwelling units and percent radio-equipped as reported by U. S. Census, and number of dwellings having radio estimated from census data by projecting percent ownership to the number of units not answering the radio question, applied separately to Urban, Rural-Nonfarm and Rural-Farm units for each county.**

[County figures and count of radio homes in cities of 25,000 or more population published in supplement to Sept. 7, 1942 BROADCASTING. Also in the supplement are official 1940 census by states and counties of population, stores and retail sales.]

| | ALL UNITS | | | URBAN UNITS | | | RURAL-NONFARM UNITS | | | RURAL-FARM UNITS | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Units | % Radio | Radio Units | Units | % Radio | Radio Units | Units | % Radio | Radio Units | Units | % Radio | Radio Units |
| NEW ENGLAND | | | | | | | | | | | | |
| Maine | 218,968 | 86.5 | 189,300 | 88,406 | 93.2 | 82,384 | 90,186 | 84.0 | 75,756 | 40,376 | 77.2 | 31,160 |
| New Hampshire | 132,936 | 90.0 | 119,664 | 75,355 | 93.3 | 70,288 | 41,550 | 86.9 | 36,087 | 16,031 | 82.9 | 13,289 |
| Vermont | 92,435 | 88.6 | 81,905 | 32,465 | 95.5 | 31,022 | 35,164 | 87.6 | 30,806 | 24,806 | 80.9 | 20,077 |
| Rhode Island | 187,706 | 95.7 | 179,652 | 171,236 | 96.1 | 164,515 | 13,860 | 92.6 | 12,835 | 2,610 | 88.2 | 2,302 |
| Massachusetts | 1,120,694 | 96.2 | 1,077,642 | 1,002,433 | 96.6 | 968,046 | 94,541 | 93.5 | 88,406 | 23,720 | 89.3 | 21,190 |
| Connecticut | 448,682 | 95.7 | 429,260 | 304,364 | 96.4 | 293,316 | 120,205 | 95.3 | 114,605 | 24,113 | 88.5 | 21,339 |
| MIDDLE ATLANTIC | | | | | | | | | | | | |
| New York | 3,662,113 | 95.5 | 3,498,754 | 3,055,529 | 96.7 | 2,953,894 | 423,279 | 92.4 | 391,218 | 183,305 | 83.8 | 153,642 |
| New Jersey | 1,100,260 | 95.5 | 1,050,612 | 899,637 | 96.2 | 865,508 | 167,675 | 93.2 | 156,229 | 32,948 | 87.6 | 28,875 |
| Pennsylvania | 2,515,524 | 92.4 | 2,323,980 | 1,711,133 | 95.5 | 1,634,454 | 595,341 | 88.7 | 527,953 | 209,050 | 77.3 | 161,573 |
| EAST NORTH CENTRAL | | | | | | | | | | | | |
| Ohio | 1,897,796 | 91.7 | 1,739,399 | 1,291,248 | 95.1 | 1,227,295 | 338,164 | 87.8 | 296,949 | 268,384 | 80.2 | 215,155 |
| Indiana | 961,498 | 88.2 | 848,325 | 541,073 | 93.5 | 505,704 | 208,010 | 85.6 | 177,944 | 212,415 | 77.5 | 164,677 |
| Illinois | 2,192,724 | 92.3 | 2,023,969 | 1,633,017 | 95.3 | 1,555,637 | 310,446 | 86.3 | 267,839 | 249,261 | 80.4 | 200,493 |
| Michigan | 1,396,014 | 93.4 | 1,304,149 | 924,913 | 96.4 | 891,661 | 252,211 | 90.9 | 229,348 | 218,890 | 83.7 | 183,140 |
| Wisconsin | 827,207 | 91.7 | 758,449 | 463,231 | 96.5 | 446,813 | 161,089 | 88.9 | 143,154 | 202,887 | 83.0 | 168,482 |
| WEST NORTH CENTRAL | | | | | | | | | | | | |
| Minnesota | 728,359 | 91.2 | 664,296 | 383,336 | 95.8 | 367,149 | 135,689 | 87.4 | 118,641 | 209,334 | 85.3 | 178,506 |
| Iowa | 701,824 | 90.2 | 633,168 | 312,393 | 93.7 | 292,724 | 161,077 | 87.6 | 141,059 | 228,354 | 87.3 | 199,385 |
| Missouri | 1,068,642 | 79.9 | 853,299 | 573,347 | 90.8 | 520,489 | 204,507 | 76.8 | 156,926 | 290,788 | 60.5 | 175,884 |
| North Dakota | 152,043 | 88.4 | 134,437 | 34,069 | 94.6 | 32,245 | 47,024 | 85.7 | 40,295 | 70,950 | 87.2 | 61,897 |
| South Dakota | 165,428 | 84.6 | 139,854 | 43,558 | 92.5 | 40,291 | 49,548 | 81.8 | 40,495 | 72,322 | 81.7 | 59,068 |
| Nebraska | 360,744 | 84.7 | 305,681 | 146,259 | 92.7 | 135,628 | 89,390 | 82.9 | 74,068 | 125,095 | 76.7 | 95,985 |
| Kansas | 511,109 | 83.0 | 424,457 | 224,314 | 90.4 | 202,770 | 128,059 | 82.4 | 105,543 | 158,736 | 73.2 | 116,144 |
| SOUTH ATLANTIC | | | | | | | | | | | | |
| Delaware | 70,541 | 87.0 | 61,380 | 37,070 | 92.3 | 34,215 | 21,830 | 86.5 | 18,890 | 11,641 | 71.1 | 8,275 |
| Maryland | 465,683 | 88.1 | 410,164 | 286,505 | 93.4 | 267,652 | 124,112 | 84.4 | 104,655 | 55,066 | 68.7 | 37,857 |
| District of Columbia | 173,445 | 93.7 | 162,446 | 173,445 | 93.7 | 162,446 | ...... | .... | ...... | ...... | .... | ...... |
| Virginia | 627,532 | 67.1 | 421,078 | 244,105 | 84.0 | 205,124 | 174,219 | 67.6 | 117,801 | 209,208 | 46.9 | 98,153 |
| West Virginia | 444,815 | 75.1 | 334,239 | 140,556 | 89.7 | 126,098 | 192,771 | 75.4 | 145,265 | 111,488 | 56.4 | 62,876 |
| North Carolina | 789,659 | 61.8 | 487,353 | 239,917 | 77.7 | 186,386 | 217,703 | 67.6 | 147,035 | 332,089 | 46.4 | 153,932 |
| South Carolina | 434,968 | 49.6 | 215,636 | 123,503 | 67.1 | 82,831 | 126,119 | 60.0 | 75,509 | 185,346 | 30.9 | 57,296 |
| Georgia | 752,241 | 52.5 | 394,755 | 288,818 | 68.2 | 196,864 | 170,595 | 57.6 | 98,278 | 292,828 | 34.0 | 99,618 |
| Florida | 519,887 | 64.8 | 336,803 | 294,410 | 76.1 | 224,020 | 152,395 | 55.1 | 83,994 | 73,082 | 39.4 | 28,789 |
| EAST SOUTH CENTRAL | | | | | | | | | | | | |
| Kentucky | 698,538 | 65.3 | 456,633 | 238,283 | 84.0 | 200,161 | 179,890 | 65.7 | 118,144 | 280,365 | 49.3 | 138,328 |
| Tennessee | 714,894 | 62.5 | 446,943 | 276,056 | 77.7 | 214,362 | 152,197 | 65.1 | 99,046 | 286,641 | 46.6 | 133,535 |
| Alabama | 673,815 | 49.4 | 332,776 | 227,309 | 69.7 | 158,305 | 157,226 | 54.5 | 85,651 | 289,280 | 30.8 | 88,820 |
| Mississippi | 534,956 | 39.9 | 213,312 | 120,360 | 61.5 | 74,048 | 95,920 | 50.9 | 48,834 | 318,676 | 28.4 | 90,430 |
| WEST SOUTH CENTRAL | | | | | | | | | | | | |
| Arkansas | 495,825 | 50.9 | 252,148 | 123,528 | 72.4 | 89,442 | 111,636 | 53.7 | 59,891 | 260,661 | 39.5 | 102,815 |
| Louisiana | 592,528 | 53.3 | 315,261 | 262,927 | 72.6 | 190,789 | 136,615 | 52.5 | 71,689 | 192,986 | 27.3 | 52,783 |
| Oklahoma | 610,481 | 68.8 | 420,182 | 254,779 | 83.5 | 212,531 | 139,605 | 64.6 | 90,161 | 216,097 | 54.4 | 117,490 |
| Texas | 1,678,396 | 66.9 | 1,122,042 | 802,601 | 78.6 | 630,911 | 359,745 | 65.7 | 236,144 | 516,050 | 49.4 | 254,987 |
| MOUNTAIN | | | | | | | | | | | | |
| Montana | 159,963 | 86.2 | 137,900 | 64,148 | 91.3 | 58,536 | 49,737 | 84.4 | 41,998 | 46,078 | 81.1 | 37,366 |
| Idaho | 141,727 | 86.4 | 122,471 | 50,774 | 91.3 | 46,353 | 41,235 | 84.1 | 34,689 | 49,718 | 83.3 | 41,429 |
| Wyoming | 69,374 | 84.4 | 58,531 | 27,332 | 91.5 | 25,003 | 22,842 | 83.2 | 19,011 | 19,200 | 75.7 | 14,517 |
| Colorado | 316,000 | 84.5 | 267,295 | 174,759 | 91.5 | 159,932 | 77,956 | 78.1 | 60,877 | 63,285 | 73.5 | 46,486 |
| New Mexico | 129,475 | 53.2 | 69,053 | 46,713 | 72.5 | 33,951 | 43,097 | 47.6 | 20,554 | 39,665 | 36.7 | 14,548 |
| Arizona | 131,133 | 69.0 | 90,394 | 48,924 | 82.4 | 40,328 | 55,813 | 69.3 | 38,646 | 26,396 | 43.3 | 11,420 |
| Utah | 139,487 | 92.4 | 128,923 | 81,758 | 95.0 | 77,679 | 37,115 | 90.2 | 33,465 | 20,614 | 86.3 | 17,779 |
| Nevada | 33,291 | 81.4 | 27,119 | 13,284 | 89.2 | 11,859 | 15,795 | 77.4 | 12,227 | 4,212 | 72.0 | 3,033 |
| PACIFIC | | | | | | | | | | | | |
| Washington | 537,337 | 90.6 | 486,684 | 302,208 | 92.7 | 280,136 | 141,673 | 89.2 | 126,339 | 93,456 | 85.8 | 80,209 |
| Oregon | 337,492 | 88.7 | 299,226 | 172,560 | 93.1 | 160,599 | 92,667 | 86.1 | 79.811 | 72,265 | 81.4 | 58,816 |
| California | 2,138,343 | 92.9 | 1,987,204 | 1,568,552 | 95.1 | 1,490,991 | 393,950 | 88.5 | 348,375 | 175,841 | 84.1 | 147,838 |
| UNITED STATES | 34,854,532 | 82.8 | 28,838,203 | 20,596,500 | 91.9 | 18,923,385 | 7,151,473 | 79.0 | 5,643,130 | 7,106,559 | 60.2 | 4,271,688 |

Over 250,000 Southwestern Connecticut Neighbors Listen to and Use

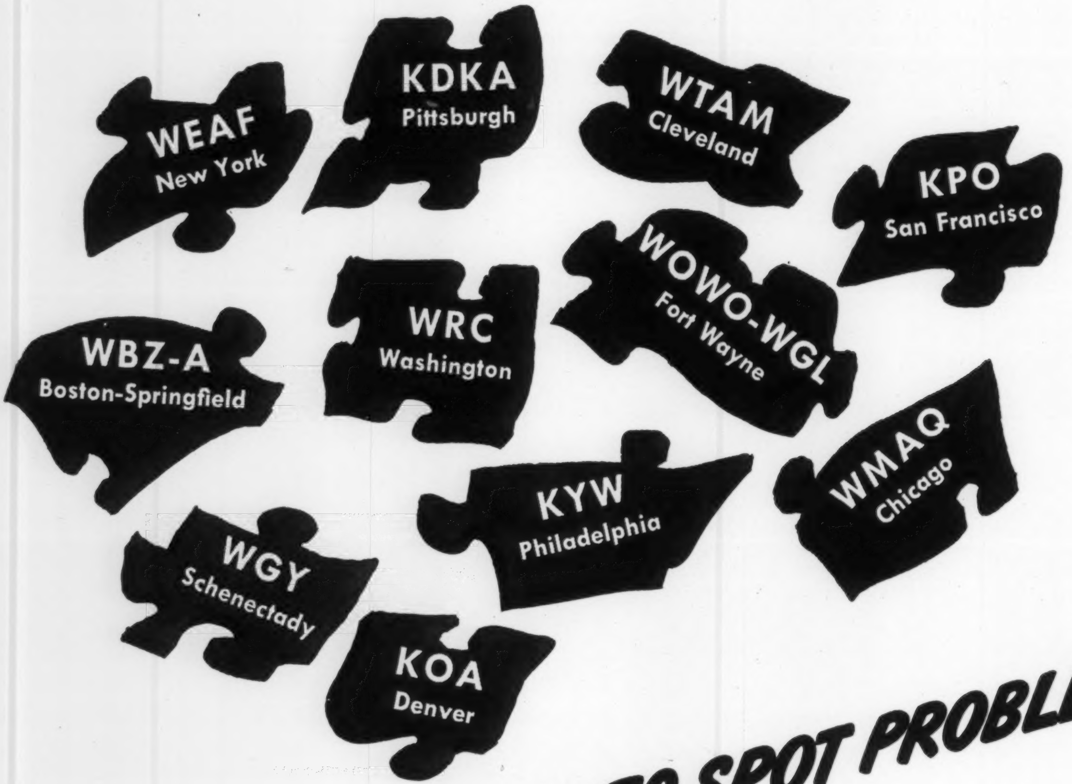
*Their Neighborhood Station*

1400 KC **WSRR** 250 WATTS

STAMFORD, CONNECTICUT

A Blue Network Station

Represented Nationally by Helen Wood, 551 Fifth Avenue, New York City • In Boston by Bertha Bannan


WEAF
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Pittsburgh
WTAM
Cleveland
KPO
San Francisco
WBZ-A
Boston-Springfield
WRC
Washington
WOWO-WGL
Fort Wayne
WMAQ
Chicago
KYW
Philadelphia
WGY
Schenectady
KOA
Denver

# THE ANSWERS TO SPOT PROBLEMS

## BUY THESE ELEVEN ESSENTIAL STATIONS IN THE ELEVEN ESSENTIAL MARKETS

Advertising dollars are best spent in *essential* markets—radio efforts are best spent on *essential* stations.

Once you have the facts on these prospect-rich markets . . . the facts on how they are best covered . . . your selection of these eleven stations will become automatic.

*Here's why all eleven of these stations are essential to you:* (1) they broadcast to 55% of the radio homes in the U. S.; (2) they are in markets whose buying power is 34.2% higher than the country's average.

Call your nearest NBC Spot Sales Office listed below for complete data on audiences, buying habits, coverage, programs, spectacular successes, time available, costs—all the answers to your spot problems.

**NBC SPOT SALES**

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700 . . .
Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161 . . .
Denver, Maine 6211 . . . Boston, Hancock 4261

In Kansas City
the Swing
is to WHB

WHB
AT
WAR

**JULY**
**1943**

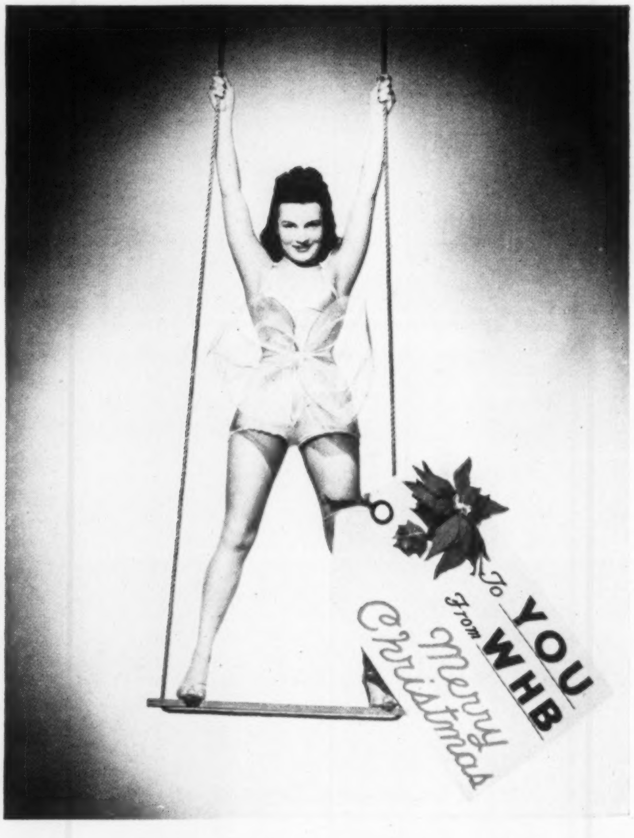
When our Hooper curve tripped
And downward had slipped
To a new low in listener rations—
I hate to wave crepe
But we *were* in bad shape
(Not *my* shape, silly—the station's)

**AUGUST**
**1943**

So we changed lots of fare
That we had on the air,
Gave 'em programs that suit to a "T"—
And our Hooper went soaring
On our music outpouring
(By the way: how does *this* suit suit me?)

**NOVEMBER**
**1943**

Like a good Pilgrim maiden
I'm heavily laden
With gun and a smile, but not clothes—
'Cause our station's fast rise
Brings warmth to our eyes
As I do (I hope) in this pose



**DECEMBER**
**1943**

We had a nice Yule
(The weather was cool
But I put some heat in the air)
The best gift that came
Was more of the same—
Our Hooper climbed 'way up to *there!*

**SEPTEMBER**
1943

We broadcast the news
From A.P.'s reviews
Of the world from Berlin to Chungking:
We gave 'em hot facts
Built a station that packs
Rising curves (like mine in this swing)

**OCTOBER**
1943

In stores, streets and yards,
While the Yanks beat the Cards,
Our audience soared—Zoom, Zoom!—
(I'd like such a boost,
But not on this roost—
A Hallowe'en witch needs a broom)

WHB
AT
WAR

# In Kansas City the Swing is to WHB

**MONTHS: NOVEMBER-DECEMBER, 1943 — KANSAS CITY**

## HOOPER STATION LISTENING INDEX

**TOTAL COINCIDENTAL CALLS — THIS PERIOD 14,415**

| | | | | | | |
|---|---|---|---|---|---|---|
| MORNING INDEX<br>**MONDAY THRU FRI. 8-12 A. M.** | Station<br>A<br>**7.7** | Station<br>B<br>**10.0** | Station<br>C<br>**27.9** | Station<br>D<br>**17.4** | WHB<br>**30.5** | Station<br>E<br>**5.1** |
| AFTERNOON INDEX<br>**MONDAY THRU FRI. 12-6 P. M.** | Station<br>A<br>**11.1** | Station<br>B<br>**8.4** | Station<br>C<br>**20.8** | Station<br>D<br>**30.6** | WHB<br>**25.1** | Station<br>E<br>**3.2** |

# In Kansas City

WHB
AT
WAR

How WHB
Shared the Air
with
Uncle Sam
in 1943

# the Swing is to WHB

Thirty-one per cent of WHB's broadcast time during 1943 was devoted to the War and War activities—a total of 12,522 individual broadcasts amounting to 1,510 hours out of WHB's 4,905 hours on the air. Althought we're licensed as a daytime station, the FCC permitted us to broadcast until midnight for the opening of the Second and Third War Loan campaigns. Weekly we have presented "Your Navy Speaks" over the Kansas State Network—and during the year, have originated several coast-to-coast War shows for Mutual. In Kansas City, the Jones Store "Victory Window," broadcasting exclusively over WHB, has sold more than a million dollars worth of War Bonds. For the Kansas City War Chest and United Charities Campaign, WHB originated "Fact or Forfeit," a daily radio broadcast to spark-plug the campaign workers. Every branch of the Armed Services received substantial help from WHB in 1943—as well as the Treasury, WPB, OPA, ODT, OCD, Red Cross, Board of Education, Boy Scouts, Girl Scouts, Infantile Paralysis Foundation, American War Dads, American Legion, Veterans of Foreign Wars and other community activities—including WHB's unique Victory Garden Contest conducted in co-operation with the public schools as part of the "Foods for Victory" campaign. It's been a busy, resultful year—when "Every Minute Counts"—and WHB is enlisted for the duration! Fine public service, skillfully rendered, is another of the many reasons why "in Kansas City, the swing is to WHB."

**DON DAVIS, President, National Advertising Representative ★ JOHN SCHILLING, Vice President, General Manager**

KANSAS CITY . . . . . Scarritt Bldg. . . . . . HArrison 1161
NEW YORK . . . . 507 5th Avenue . . . . VAnderbilt 6-2550
HOLLYWOOD . . . 5855 Hollywood Blvd. . . . HOllywood 6211
CHICAGO . . . . 333 North Michigan Blvd. . . . . CENtral 7980

**"Your Mutual Friend"—Kansas City's Dominant Daytime Station**

# WHB • KANSAS CITY

**KEY STATION FOR THE KANSAS STATE NETWORK**

Wichita, Kansas
Salina, Kansas
Great Bend, Kansas
Emporia, Kansas
Kansas City, Missouri

*Directory of*

# ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

And Executives in Charge of Radio

## A

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Adams, Sill & Caron | Detroit | 415 Brainard St.,<br>Temple 1-3515 | E. F. McMullen |
| Ad-Craftsmen | Salt Lake City | McIntyre Bldg.<br>3-4427 | Louis W. Larsen |
| Ad-Plan Co. | New York | 655 Fifth Ave.<br>Plaza 3-6608 | Richard C. Mouk |
| Advertisers Service | Milwaukee | 229 E. Wisconsin Ave.<br>Daly 6383 | V. A. Fleischmann<br>H. R. Langlie<br>J. W. Martin |
| Advertising Inc. | Richmond, Va. | Central Natl. Bank Bldg.<br>3-2809 | Alicia G. Smithers<br>J. Lynn Miller |
| Advertising Arts Agency | Los Angeles, 13, Cal. | 510 S. Spring St.<br>Michigan 3884 | Paul R. Winans<br>Arthur C. Richards |
| Advertising Associates | Charlotte, N. C. | Bryant Bldg.<br>3-9281 | Mark I. Moffett |
| Advertising Associates | Newark 2 | 12 Central Ave.<br>Market 3-0007 | J. M. Kesslinger |
| Advertising-Business Co. | Fort Worth 2 | 1213 Throckmorton St.<br>3-2421 | Thomas L. Yates<br>A. E. Hubbard<br>H. W. Johnson |
| Advertising Counselors Inc. | Phoenix, Ariz. | Security Bldg.<br>4-4177 | Ivan N. Shun |
| Aitken-Kynett Co. | Philadelphia | Girard Trust Co. Bldg.<br>Rittenhouse 7810 | H. H. Kynett |
| R. H. Alber Co. | Los Angeles 15 | 1151 S. Broadway<br>Prospect 3331 | R. H. Alber<br>Pauline Hagen |
| Allen, Heaton & McDonald | Cincinnati 2 | 617 Vine St.<br>Cherry 3414 | Douglass M. Allen |
| Allen & Reynolds | Omaha 2 | Insurance Bldg.<br>Atlantic 4445 | Earl H. Allen<br>Milton H. Reynolds<br>Robert Savage<br>Harry Bromberg |
| Alley & Richards Co. | New York | 370 Lexington Ave.<br>Lexington 2-3020 | H. M. Billerbeck |
|  | Boston 16 | 20 Providence St.<br>Hubbard 8850 | E. V. Alley |
| Allied Adv. Agencies | Los Angeles 4 | 167 S. Vermont Ave.<br>Drexel 7331 | W. F. Gardner<br>Walter McCreery<br>Mel Roach |
|  | San Francisco 3 | Hearst Bldg.<br>Douglas 7018 | H. H. (Pete) Hindley |
| Ambro Adv. Agency | Cedar Rapids, Ia. | Dows Bldg.<br>4139 | H. G. Rowe |
| Anderson, Davis & Platte | New York 20 | 50 Rockefeller Plaza<br>Columbus 5-4868 | L. G. Van Akin |
| Anfenger Adv. Agency | St. Louis 3 | 1706 Olive St.<br>Chestnut 6380 | Vernon Morelock<br>Lynn Westbury |
|  | New Orleans 12 | Canal Bldg.<br>Raymond 0845 | Walter Winius |
| Bruce Angus Adv. Agency | New York | 420 Lexington Ave.<br>Mohawk 4-3516 | E. M. Marks |
| Aniol & Auld, Adv. | San Antonio | Transit Tower<br>Fannin 9148 | Orrin C. Auld |
| Applegate Adv. Agency | Muncie, Ind. | Rose Court<br>2-1412 | M. Ray Applegate |
| Applied Merchandising | New York | 366 Madison Ave.<br>Murray Hill 2-5672 | Harold Frazee<br>R. J. Prescott |
| Arbee Agency | Terre Haute, Ind. | 3229 Wabash Ave.<br>Crawford 3563 | W. L. Smith |
| John Falkner Arndt & Co. | Philadelphia | Lewis Tower Bldg.<br>Pennypacker 3540 | John Falkner Arndt<br>Robert Mendte |
| Artwil Co. | New York | 22 W. 48th St.<br>Medallion 3-0813 | Arthur Bandman |
| Associated Advertisers | Harrisburg, Pa. | Telegraph Bldg.<br>6-0645 | Edward C. Michener |
| Associated Adv. Agency | Los Angeles 15 | 1151 S. Broadway<br>Richmond 6218 | P. O. Narveson<br>A. F. Larson |
| Associated Adv. Agency | Jacksonville 2 | Florida Nat. Bank Bldg.<br>3-1253 | Hunter Lynde |
| Associated Broadcasting Co. | Chicago | 817 E. 92d St.<br>Triangle 2244 | Frank J. Kovach |
| Richard B. Atchison Adv. | Los Angeles 36 | 5225 Wilshire Blvd.<br>Webster 4191 | Richard B. Atchison |
| Atherton & Currier | New York | 420 Lexington Ave.<br>Mohawk 4-8795 | J. D. Molnar |
| Aubrey, Moore & Wallace | Chicago | 230 N. Michigan Ave.<br>Randolph 0830 | J. H. North |
| Auspitz & Lee | Chicago | 220 S. State St.<br>Wabash 0315 | Adolph Lee |
| N. W. Ayer & Son | Philadelphia 6 | West Washington Sq.<br>Lombard 0100 | Wally Orr |
|  | Hollywood 28 | 1680 N. Vine St.<br>Granite 3697 | Robert C. Coleson |
|  | San Francisco 4 | 235 Montgomery St.<br>Sutter 2534 | Lew Watson |
|  | Chicago | 135 S. LaSalle St.<br>Randolph 3456 | S. E. Peacock<br>Hay McLinton, Radio Director |
|  | Boston | Statler Office Bldg.<br>Hubbard 4970 | E. C. Greiner |
|  | Detroit | Penobscot Bldg.<br>Randolph 3800 | Russell MacDougal<br>W. H. Beatty |
|  | New York 20 | 30 Rockefeller Plaza<br>Circle 6-0200 | H. L. McClinton<br>Thomas J. McDermott<br>Robert Collins<br>Wauhillau LaHay |
| Maurice Azrael Adv. Co. | Baltimore | 401 N. Charles St.<br>Vernon 5555 | Maurice Azrael |

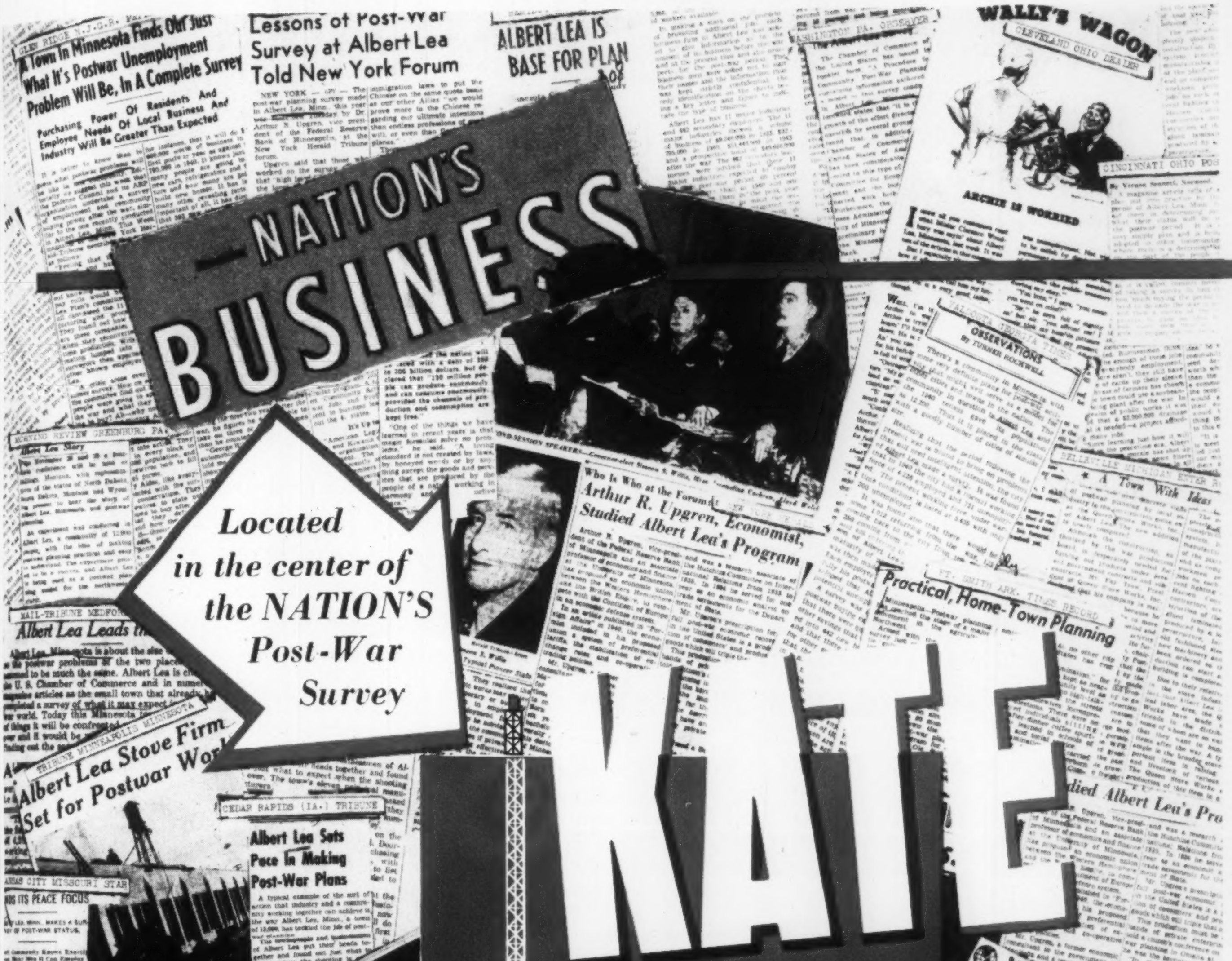
## B

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Badger & Browning | Boston 10 | 75 Federal St.<br>Liberty 3364 | C. P. Parcher |
| Badger, Browning & Hersey | New York 20 | 30 Rockefeller Plaza<br>Circle 7-3720 | H. W. Mallinson Jr.<br>Jack Wilshire |
| S. C. Baer Co. | Cincinnati 2 | Times Star Bldg.<br>Parkway 0409 | J. C. McCoy<br>S. Schindler<br>W. Sagmaster |
| Baker, Cameron, Soby & Penfield | Hartford, Conn. | 50 Lewis St. | .............. |
| Baldwin & Strachan | Buffalo | 374 Delaware Ave.<br>Washington 6854 | J. F. Higgins |
| Ball & Davidson | Denver | Colorado Natl. Bank Bldg.<br>Main 1291 | C. A. Salstrand<br>Philip H. Gray |
| Barlow Adv. Agency | Syracuse 2 | Syracuse-Kemper Bldg.<br>3-0131 | J. R. Coleman |
| Barnes Adv. Agency | Milwaukee 6 | 312 E. Wisconsin Ave.<br>Daly 2393 | John Barnes<br>M. Millman |
| Barnes-Chase Co. | San Diego 1 | 530 Broadway<br>Franklin 7771 | Norman R. Barnes<br>Paul Terry<br>Ruth Almstedt<br>Wm. Price |
|  | Los Angeles 15 | 1121 S. Hill St.<br>Prospect 4118 | E. W. Rutledge |
| Barrons Adv. Co. | Kansas City 8 | 1737 McGee St.<br>Harrison 7730 | H. W. Godfrey<br>F. H. Little<br>A. W. Durrin |
| Stuart Bart Adv. Agency | New York | 114 E. 32d St.<br>Murray Hill 5-9760 | Stuart Bart |
| Walter Barusch Adv. Agency | San Francisco 2 | 25 Taylor St.<br>Ordway 4812 | Walter Barusch |
| G. M. Basford Co. | New York 17 | 60 E. 42d St.<br>Murray Hill 2-2838 | Henry R. Webel |
|  | Cleveland | Leader Bldg.<br>Cherry 0090 | W. S. Leech |
| Ted Bates | New York 20 | 630 Fifth Ave.<br>Circle 6-9700 | Thomas Revere<br>Edgar Small<br>Donald N. Cope<br>Mildred Fenton |
| Batten, Barton, Durstine & Osborne | New York 17 | 383 Madison Ave.<br>Eldorado 5-5800 | Arthur Pryor Jr.<br>Jack Moore<br>Gertrude Scanlon<br>Frank Silvernail<br>Eleanor Scanlon |
|  | Boston 11 | 178 Tremont St.<br>Hubbard 0430 | F. W. Hatch |
|  | Buffalo 3 | Rand Bldg.<br>Cleveland 7915 | S. P. Irvin |
|  | Pittsburgh 11 | Grant Bldg.<br>Grant 8060 | Faris Feland |

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## B—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Batten, Barton, Durstine & Osborne | Cleveland 13 | Terminal Tower Bldg.<br>Prospect 3621 | Clarence L. Davis |
| | Chicago 11 | Palmolive Bldg.<br>Superior 9200 | Russell Tolg |
| | Minneapolis 2 | Northwestern Bank Bldg.<br>Bridgeport 8881 | J. C. Cornelius<br>H. H. Haupt |
| | Los Angeles 14 | Pacific Mutual Bldg.<br>Michigan 1354 | W. B. Geissinger |
| | Hollywood 28 | 1680 N. Vine St.<br>Hollywood 7337 | Wayne Tiss |
| | San Francisco 4 | Russ Bldg.<br>Garfield 1017 | Paul Russell |
| Walter E. Battenfield Co. | Des Moines | Natl. Bank Bldg.<br>4-7103 | W. E. Battenfield<br>Henry Hartwick |
| Adrian Bauer Adv. Agency | Philadelphia | Architects Bldg.<br>Rittenhouse 4331 | Adrian Bauer |
| Bauerlein Inc. | New Orleans 7 | Hibernia Bldg.<br>Raymond 8601 | H. S. McGehee<br>Clarke Salmon |
| Bayless-Kerr Co. | Cleveland 15 | Hanna Bldg.<br>Main 0917 | H. D. Kerr |
| Beacon Adv. Agency | New York | 341 Madison Ave.<br>Murray Hill 3-1267 | Irwin Richland |
| Roger Beane Adv. Agency | Indianapolis 4 | Circle Tower<br>Franklin 1776 | Roger Beane<br>Dudley Starr |
| Beaumont & Hohman | Chicago 2 | 6 N. Michigan Ave.<br>Central 4231 | Guy Davis |
| | New York | 630 Fifth Ave.<br>Circle 6-7040 | I. C. Bettiker |
| | Atlanta | William Oliver Bldg.<br>Main 4770 | J. J. Hanna |
| | Cleveland | NBC Bldg.<br>Cherry 3658 | T. R. McCabe |
| | Omaha | Insurance Bldg.<br>Atlantic 0369 | J. P. Jones |
| | Dallas 1 | 1905 Elm St.<br>Central 5388 | Paul H. Leech |
| | Los Angeles 13 | 816 W. Fifth St.<br>Trinity 8173 | C. A. Beaumont<br>Anne E. Hohman<br>Burton Ickes |
| | San Francisco 4 | Russ Bldg.<br>Garfield 0846 | Herbert D. Gayford |
| | Portland, Ore. | Pacific Bldg.<br>Beacon 5151 | Elwood Enke |
| | Seattle 4 | Fourth & Cherry Bldg.<br>Seneca 0066 | Mari Brattain |
| Beeson-Faller-Reichert Inc. | Toledo 4 | Toledo Trust Bldg.<br>Main 8121 | Sterling Beeson<br>R. J. Faller<br>A. W. Reichert |
| Julian J. Behr Co. | Cincinnati | Dixie Terminal Bldg.<br>Cherry 7635 | Julian J. Behr<br>I. Schifrin |
| Karl G. Behr Agency | Detroit | Francis Palms Bldg.<br>Cadillac 1088 | Karl G. Behr |
| Belden and Hickox | Cleveland 15 | 1900 Euclid Ave.<br>Cherry 8100 | Frank E. Belden |
| Bennett Adv. | High Point, N. C. | Professional Bldg.<br>2991 | Harold C. Bennett |
| Bennett, Walther & Menadier | Boston | 69 Newbury St.<br>Kenmore 3820 | Nelson Bennett<br>Frederick Walther Jr. |
| Benson & Dall | Chicago 4 | 327 S. LaSalle St.<br>Wabash 8435 | R. J. Dooley |
| Benton & Bowles | New York 22 | 444 Madison Ave.<br>Wickersham 2-0400 | Kirby Hawkes<br>Walter Craig<br>Roy Bailey |
| | Hollywood 28 | 6253 Hollywood Blvd.<br>Hillside 9151 | Al Kaye |
| Bermingham, Castleman & Pierce | New York 16 | 136 E. 38th St.<br>Lexington 2-7550 | George Castleman |
| Bo Bernstein & Co. | Providence 6 | 26 Custom House St.<br>Gaspee 6741 | Joseph M. Bernstein |
| Frank Best & Co. | New York 20 | 9 Rockefeller Plaza<br>Circle 7-6760 | A. H. Van Buren |
| Bob Betts Adv. | Denver 2 | 1st Nat'l. Bank Bldg.<br>Main 6782 | Bob Betts |
| Graydon E. Bevis Inc. | Miami | Ingraham Bldg.<br>3-8481 | Graydon E. Bevis |
| Everett D. Biddle Adv. | Bloomington, Ill. | 111 E. Washington St.<br>231 | Everett D. Biddle<br>Thelma Heath |
| Biow Co. | New York 20 | 9 Rockefeller Plaza<br>Circle 6-9300 | Milton H. Biow<br>Bernard Procktor |
| | Hollywood 28 | 6111 Sunset Blvd.<br>Hempstead 2377 | Cal Kuhl |
| | San Francisco 4 | 485 California St.<br>Garfield 3324 | Robert L. Philippi |
| Bisberne Adv. Co. | Chicago 2 | 58 E. Washington St.<br>Randolph 1111 | Marcus Bernstein<br>R. Bernstein<br>W. H. Buthman |
| Blackstone Co. | New York 19 | 221 W. 57th St.<br>Circle 7-7890 | Jack Steiner<br>W. T. Cavanaugh |
| Blaine-Thompson Co. | New York 18 | 234 W. 44th St.<br>Bryant 9-2480 | Marlo Lewis |
| Blaker Adv. Agency | New York 17 | 501 Madison Ave.<br>Eldorado 5-7563 | Jean Zipser |
| Adolph L. Bloch Adv. Agency | Portland 9, Ore. | 108 N. W. Ninth Ave.<br>Broadway 5664 | Adolph L. Bloch |
| H. George Bloch | St. Louis 3 | 1221 Locust St.<br>Central 0904 | D. F. McCaskill |
| Charles Blum Adv. Corp. | Philadelphia | 1120 Spruce St.<br>Pennypacker 4424 | Charles Blum |
| Blumberg & Clarich | New York | 31 Union Sq.<br>Algonquin 4-0897 | H. Blumberg |
| Boclaro Adv. Agency | New York | 9 W. 50th St.<br>Circle 7-6970 | Grace Kennedy |
| Bogardus Adv. | Pasadena 1 | 30 N. Raymond Ave.<br>Sycamore 34021 | Flora Curtois |
| Borrelli Co. | Philadelphia | Market St. Nat. Bank Bldg.<br>Locust 7730 | Charles J. Borrelli |
| Booth, Pelham & Co. | Shreveport, La. | Slattery Bldg.<br>2-2834 | Leon Booth |
| W. Earl Bothwell Adv. Agency | Pittsburgh 22 | Standard Life Bldg.<br>Court 6565 | H. B. Trautman |
| Botsford, Constantine & Gardner | Portland 4, Ore. | 115 S. W. Fourth Ave.<br>Atwater 9541 | Ray Andrews<br>F. Coykendall |
| | Los Angeles 14 | 621 S. Hope St.<br>Michigan 1427 | Hassel W. Smith |
| | San Francisco 4 | Russ Bldg.<br>Exbrook 7565 | Stanley G. Swanberg |
| | New York 1 | Empire State Bldg. | Mrs. Elizabeth Eyer |
| | Seattle 4 | Second Ave. Bldg.<br>Elliott 3523 | C. P. Constantine |
| Leo Boulette Agency | Three Rivers, Mich. | 5 N. Main St. | Leo Boulette |
| Bowman-Deute-Cummings | San Francisco | 215 Market St.<br>Sutter 4933 | Sydney S. Bowman<br>G. B. Richardson |
| Bowman-Holst-MacFarlane-Richardson | Honolulu, T. H. | Castle & Cooke Bldg.<br>Honolulu 6239 | Kenneth B. Carney |
| Boyd Co. | Los Angeles | 4814 Loma Vista Ave.<br>Lafayette 1101 | John R. Boyd |
| Henry P. Boynton Adv. Agency | Cleveland | 1514 Prospect Ave.<br>Cherry 3561 | Henry P. Boynton |
| Stanley G. Boynton-National Radio Advertising | Detroit 2 | Fisher Bldg.<br>Trinity 1-2552 | Stanley G. Boynton<br>L. C. Boynton<br>A. Snyder<br>Larry Payne |
| | New York | 17 E. 42nd St.<br>Murray Hill 2-0086 | .............. |
| Bozell & Jacobs | Omaha 2 | Electric Bldg.<br>Jackson 2261 | Jean Sullivan |
| | Chicago 6 | 1010 Hearst Sq.<br>Central 6505 | Nathan E. Jacobs<br>T. T. Morrow |
| | Indianapolis | Traction Terminal Bldg.<br>Lincoln 6326 | Ernie Lundgren |
| | Houston | United Gas Bldg.<br>Fairfax 4106 | D. C. Schnabel |
| Arthur Braitsch Adv. | Providence 3, R. I. | Hospital Trust Bldg.<br>Dexter 5313 | Arthur Braitsch<br>J. A. Lorimer<br>L. Martin |
| Brandt Adv. Co. | Chicago 6 | 400 W. Madison St.<br>Franklin 2870 | E. S. Brandt<br>A. M. Lasiner |
| J. Carson Brantley Adv. Agency | Salisbury, N. C. | Post Bldg.<br>900 | J. Carson Brantley<br>A. N. Cheney |
| Murray Breese Associates | New York 17 | 12 E. 41st St.<br>Ashland 4-2336 | Carolyn Valentine |
| Bresnick & Solomont | Boston 16 | 216 Tremont St.<br>Liberty 7751 | Oscar Bresnick<br>Joseph Blue<br>Arthur Cohen |


A Town In Minnesota Finds Out Just What It's Postwar Unemployment Problem Will Be, In A Complete Survey
Purchasing Power Of Residents And Employee Needs Of Local Business And Industry Will Be Greater Than Expected
Lessons of Post-War Survey at Albert Lea Told New York Forum
ALBERT LEA IS BASE FOR PLAN
WALLY'S WAGON
CLEVELAND OHIO DEALER
CINCINNATI OHIO POST
ARCHIE IS WORRIED
NATION'S BUSINESS
MORNING REVIEW GREENSBURG PA
OBSERVATIONS
By TURNER ROCKWELL
Who Is Who at the Forum: Arthur R. Upgren, Economist, Studied Albert Lea's Program
Practical, Home-Town Planning
A Town With Ideas
MAIL-TRIBUNE MEDFORD
Albert Lea Leads the
TRIBUNE MINNEAPOLIS MINNESOTA
Albert Lea Stove Firm Set for Postwar Work
CEDAR RAPIDS (IA.) TRIBUNE
Albert Lea Sets Pace In Making Post-War Plans
KANSAS CITY MISSOURI STAR
Foreknowledge Gleaned from Families' Buying Plans, Postwar Prosperity Can Now Be Predicted
RENO NEVADA
Planning
studied Albert Lea's Pro
WORLD BEHIND The HEADLINES
Postwar Jobs: When?
ROCK ISLAND ILLINOIS ARGUS
Planning Postwar Employment
CHICAGO ILLINOIS DAILY NEWS
Meet the people of Albert Lea, Minn.

*Located in the center of the NATION'S Post-War Survey*

# KATE

**Being selected by the U. S. Chamber of Commerce as a test community for a Post-War Survey should make this area a NATURAL for a Radio Test. The U. S. C. of C. has published a booklet on the "Albert Lea Plan" and manual for procedure. KATE, Albert Lea-Austin, can work closely on a test. Southern Minnesota has never had a crop failure. Its Livestock and Packing Industry is Tops.**

John E. Pearson Co., National Representatives

THIS TOWN IS READY . . .

**A "MUTUAL" and NORTH CENTRAL BROADCASTING SYSTEM AFFILIATE**

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## B—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| R. C. Breth Inc. | Green Bay, Wis. | 310 Pine St.<br>Howard 134 | R. C. Breth |
| Briggs & Varley | New York | 14 E. 48th St.<br>Wickersham 2-8534 | Tom Varley |
| Brisacher, Van Norden & Staff | San Francisco 4 | Crocker Bldg.<br>Garfield 0276 | Marie Eaton<br>Chas. Gabriel<br>Emil Brisacher |
| | Los Angeles 15 | 714 W. Olympic Blvd.<br>Prospect 9368 | Robert T. Van Norden |
| | New York 17 | 250 Park Ave.<br>Plaza 8-1634 | R. T. Van Norden |
| Broadcast Adv. | Boston 16 | 8 Newbury St.<br>Kenmore 0854 | James E. Murley<br>J. J. Manning |
| Broadcast Adv. Co. | Los Angeles 5 | 738 S. Norton Ave.<br>Fitzroy 1333 | Marion H. Hughes |
| Clifford F. Broeder Adv. Agency | St. Louis | 3615 Olive St.<br>Newstead 3390 | C. F. Broeder |
| Rowland Broiles Co. | Fort Worth 2 | Dan Waggoner Bldg.<br>2-2261 | Rowland Broiles<br>Maxwell Goodman |
| Brooke, Smith, French & Dorrance | Detroit 1 | 82 E. Hancock Ave.<br>Columbia 0860 | M. St. John Brenon |
| | New York 17 | 52 Vanderbilt Ave.<br>Murray Hill 6-1800 | Harry M. Overstreet<br>Harry E. Pengel |
| Brookes & Sons Co. | Chicago 7 | 801 S. Wells St.<br>Harrison 9470 | J. Fred Vickrey<br>C. H. Wageman |
| Brooks Adv. Agency | Los Angeles 14 | 16 W. Eighth St.<br>Trinity 0558 | A. R. Brooks |
| Bernard M. Brooks Adv. | San Antonio | Transit Tower<br>Fannin 3972 | Bernard M. Brooks |
| S. M. Brooks Adv. Agency | Little Rock, Ark. | Union Natl. Bank Bldg.<br>2-1874 | Earl L. Saunders |
| D. P. Brother & Co. | Detroit 2 | General Motors Bldg.<br>Trinity 2-8250 | Carl Georgi Jr. |
| Burton Browne Adv. | Chicago 11 | 150 E. Superior St.<br>Delaware 3800 | Burton Browne<br>G. G. Browne<br>J. L. Browne<br>J. C. Callahan |
| C. Franklin Brown & Co. | Chicago 1 | 20 N. Wacker Drive<br>Central 5377 | A. H. Kelch Jr. |
| Elinor L. Brown | Philadelphia | 1606 Walnut St.<br>Pennypacker 7510 | Mrs. Elinor L. Brown |
| E. H. Brown Adv. Agency | Chicago 54 | 933 Merchandise Mart<br>Delaware 8333 | J. B. Allen<br>Harry Schneiderman |
| Franklin Bruck Adv. Corp. | New York 20 | 1270 Sixth Ave.<br>Circle 7-7661 | M. J. Kleinfeld<br>Rae Elbroch |
| Buchanan & Co. | New York 18 | 1501 Broadway<br>Medallion 3-3380 | Jack Wyatt Jr.<br>Sydney Schaefer |
| | Chicago 11 | 919 N. Michigan Ave.<br>Delaware 5522 | George Ensinger |
| | Los Angeles 13 | 427 W. Fifth St.<br>Mutual 6316 | Fred M. Jordan<br>Jack Gale |
| | San Francisco 4 | 155 Montgomery St.<br>Yukon 2802 | Ray Randall |
| Buchanan-Thomas Adv. Agency | Omaha 2 | 412 S. 19th St.<br>Atlantic 2125 | Adam Reinemund |
| Buchen Cp. | Chicago 6 | 400 W. Madison St.<br>Randolph 9305 | C. W. Fisher |
| Earle A. Buckley Organization | Philadelphia | 1600 Arch St.<br>Rittenhouse 0180 | Earle A. Buckley |
| Bunker & Downing | Cincinnati 2 | Schmidt Bldg.<br>Parkway 5905 | Richard D. Downing<br>John Bunker |
| Burnet-Kuhn Adv. Co. | Chicago 11 | 520 N. Michigan Ave.<br>Superior 3800 | F. J. Woods |
| Leo Burnett Co. | Chicago 1 | 360 N. Michigan Ave.<br>Central 5959 | Frank Ferrin<br>E. Ross Gamble |
| Kenneth R. Butler & Assoc. | Mendota, Ill. | Press Bldg.<br>Mendota 32 | James Gallagher |
| Byer & Bowman | Columbus, O. | 203 E. Broad St.<br>Main 3276 | Herbert Byer<br>Gus K. Bowman<br>Joel M. Burghalter |
| Richard W. Byrne Adv. | San Francisco | 57 Post St.<br>Exbrook 5183 | Richard W. Byrne |
| Byrum Adv. Agency | Denver 2 | 1829 Champa St.<br>Tabor 7745 | R. H. Byrum |

## C

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Harold Cabot & Co. | Boston 9 | 24 Milk St.<br>Hancock 7690 | Harold Cabot<br>Jacqueline Adams |
| Cahn-Miller | Baltimore 1 | 413 N. Charles St.<br>Saratoga 4466 | C. LeRoy Miller<br>Louis F. Cahn |
| John A. Cairns & Co. | New York 3 | 45 E. 17th St.<br>Algonquin 4-7262 | J. A. Cairns |
| Caldwell-Baker Co. | Indianapolis 4 | Merchants Bank Bldg.<br>Market 7449 | Howard C. Caldwell |
| Calhoun Adv. Agency | Denver | Colorado Bldg.<br>Main 5059 | B. A. Ohlander |
| Calkins & Holden | New York 17 | 247 Park Ave.<br>Wickersham 2-6900 | J. J. Griffin<br>Ray P. Clayberger |
| | Chicago 1 | 333 N. Michigan Ave.<br>Randolph 3831 | R. A. Washburn |
| Callaway Associates | Boston | 210 South St.<br>Hancock 9471 | Morris Susman |
| Carl Calman Inc. | New York | 55 W. 42d St.<br>Wisconsin 7-1005 | Carl Calman |
| Callo, McNamara, Schoeneich | New York 51 | 349 E. 149th St.<br>Mott Haven 9-6300 | Joseph F. Callo<br>Paul Kelly |
| D. T. Campbell Inc. | Chicago 6 | 222 W. Adams St.<br>State 2713 | D. T. Campbell |
| Campbell-Ewald Co. (Eastern Division) | New York 20 | 10 Rockefeller Plaza<br>Circle 7-6383 | D. W. Beurmann |
| Campbell-Ewald Co. | Detroit 2 | General Motors Bldg.<br>Trinity 2-6200 | J. J. Hartigan<br>W. R. Ewald |
| | Chicago 1 | 230 N. Michigan Ave.<br>Central 1946 | Wm. S. Ballinger |
| | Washington 6 | 1214 19th St., N. W.<br>Metropolitan 5670 | Joseph O. Morrison |
| | Dallas | Republic Bank Bldg.<br>C-1318 | Aubra Dodson |
| Campbell-Mithun | Minneapolis 2 | Northwestern Bank Bldg.<br>Atlantic 3231 | Louis Knopp<br>Neilson Seabury |
| | Chicago | 919 N. Michigan Ave.<br>Delaware 7553 | Jack Rheinstrom |
| Campbell-Sanford Adv. Co. | Cleveland 14 | 1105 Chester Ave.<br>Prospect 4391 | Jay P. Garlough |
| | Chicago 5 | 608 S. Dearborn St.<br>Wabash 6770 | Donald McGuiness |
| | New York 17 | 342 Madison Ave.<br>Murray Hill 2-8397 | Conklin Mann |
| | Toledo, O. | 1922 Linwood Ave.<br>Adams 8623 | R. L. Sisson |
| Solis S. Cantor | Philadelphia 13 | 1600 Walnut St.<br>Pennypacker 1626 | Solis S. Cantor |
| Caples Co. | Chicago 11 | 225 E. Erie St.<br>Superior 6016 | W. E. Gibson |
| | New York 17 | 535 Fifth Ave.<br>Lexington 2-0850 | Ruth Folster |
| | Los Angeles 14 | 412 W. 6th St.<br>Mutual 4143 | A. M. Caron |
| | Omaha | 1504 Dodge St.<br>Jackson 1107 | L. M. Branch<br>G. M. McCulloch |
| Carpenter Adv. Co. | Cleveland | Citizens Bldg.<br>Main 1570 | F. F. Lamorelle |
| Ray Carr Organization | Portland, Ore. | Citizens Bank Bldg.<br>Vermont 2177 | Ray Carr<br>Don E. Hammitt |
| Carter, Jones & Taylor | South Bend 2, Ind. | Associates Bldg.<br>3-3171 | L. J. Carter |
| Carter-Owens Adv. Agency | Kansas City 12, Kan. | 609 Minnesota<br>Drexel 3077 | Charles Carter<br>W. G. Rowe |
| Cary-Ainsworth | Des Moines 9 | Liberty Bldg.<br>4-0375 | R. H. Cary |
| Casanave & Pearson | New York | 1600 Broadway<br>Circle 6-1648 | C. H. Pearson |
| Frank I. Cash & Assoc. | Chicago 1 | 360 N. Michigan Ave.<br>Dearborn 8875 | Frank I. Cash<br>C. S. Pedersen |
| Walker Casey Adv. Co. | Nashville 3 | Third Natl. Bank Bldg.<br>5-1371 | E. White Jarrell |

# MAKE IT IN ONE JUMP!

## HOW YOU CAN SELL THE ENTIRE HARTFORD MARKET!

The Hartford Trading Area (second highest in the U. S. A. in Effective Buying Income per family) comprises 26 towns*. To reach them all, effectively and economically, you need radio advertising on WDRC.

Remember that this trading area has more than twice the population, and more than doubles the retail sales of the city of Hartford!

You don't need a statistician to figure the difference in your sales potential, when you *connect in Connecticut* by selling the entire Hartford Market!

And here's something else calculated to make you jump—with glee! WDRC delivers this big audience with one low rate for all advertisers —national, regional and local.

**BASIC CBS HARTFORD 4**

1 COVERAGE 2 PROGRAMS 3 RATE
GET ALL 3 ON WDRC

**WDRC**

**CONNECTICUT'S PIONEER BROADCASTER**

PAUL H. RAYMER CO., NAT'L SALES REPRESENTATIVES

*Berlin, Bloomfield, Bristol, Cromwell, East Hartford, East Windsor, Farmington, Glastonbury, Hartford, Manchester, Meriden, Middlefield, Middletown, New Britain, Newington, Plainville, Portland, Rocky Hill, Rockville, Southington, South Windsor, Vernon, West Hartford, Wethersfield, Windsor, Windsor Locks—all within WDRC's Primary Area.

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## C—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Cecil & Presbrey | New York 17 | 247 Park Ave.<br>Wickersham 2-8200 | T. G. Sabin |
| | Beverly Hills | 200 S. Beverly Drive<br>Crestview 1-5766 | Russell Birdwell<br>Russel Birdwell & Assoc. |
| Central Adv. Corp. | Indianapolis 4 | Board of Trade Bldg.<br>Franklin 4731 | G. Vance Smith |
| Century Adv. Agency | Detroit 26 | Industrial Bank Bldg.<br>Cadillac 7760 | S. M. Epstein<br>V. Scally |
| Harold S. Chamberlin & Assoc. | St. Paul | Endicott Bldg.<br>Elkhurst 4314 | H. S. Chamberlin |
| Chambers & Wiswell | Boston | 38 Newbury St.<br>Commonwealth 5860 | George J. Chambers |
| Nelson Chesman Co. | Chattanooga 8 | Hamilton Trust Bldg.<br>6-4942 | Henry Tritschler<br>John E. Fontaine |
| Chicago Union Adv. Agency | Chicago 4 | 20 W. Jackson Blvd.<br>Wabash 5732 | Simon Lezin |
| James Thomas Chirurg Co., Inc. | Boston | Park Square Bldg.<br>Hancock 7310 | J. T. Chirurg<br>Richard Sisson |
| | New York | 342 Madison Ave.<br>Murray Hill 2-9070 | G. A. Frye |
| Church-Green Co. | Boston | 248 Boylston St.<br>Kenmore 5440 | C. E. Beckwith |
| Cinema Adv. Agency | Hollywood 28 | 1731 N. Highland Ave.<br>Gladstone 2191 | Lawrence W. Allen |
| C. P. Clark Inc. | Nashville 5 | 2411 West End Ave.<br>7-6602 | C. P. Clark<br>D. G. Goodwin |
| Darwin H. Clark Adv. | Los Angeles 13 | 541 S. Spring St.<br>Michigan 6021 | Darwin H. Clark |
| Robert E. Clarke & Assoc. | Miami 32 | Ingraham Bldg.<br>2-3282 | Robert E. Clarke |
| Clements Co. | Philadelphia | 1601 Chestnut St.<br>Rittenhouse 0236 | Alice Clements<br>E. D. Masterman<br>I. W. Clements |
| Cline Adv. Service | Boise, Idaho | First Natl. Bank Bldg.<br>206 | John Greenlee<br>Ted Brook<br>E. F. Casebeer |
| Coast Western Adv. Agency | Los Angeles 15 | 823½ W. Pico Blvd.<br>Prospect 2988 | Arthur W. (Tiny) Stowe |
| Cole & Co. | Memphis 3 | Sterick Bldg.<br>5-3604 | Bernard L. Cohn |
| L. C. Cole Adv. | San Francisco 4 | Russ Bldg.<br>Exbrook 2565 | L. C. Cole |
| Richard Cole Adv. | Omaha 2 | Insurance Bldg.<br>Jackson 7868 | Richard Cole |
| Cole's Inc. | Des Moines 9 | 720 Grand Ave.<br>4-0029 | James L. Cole<br>A. T. Cole |
| Wendell P. Colton Co. | New York 17 | 122 E. 42d St.<br>Ashland 4-7444 | W. J. McDonald |
| Columbia Adv. Agency | New York 19 | 17 W. 45th St.<br>Longacre 3-3085 | Carl Rosner<br>Sigmund Shlakman<br>Ben Wertheim |
| Russell C. Comer Adv. Co. | Kansas City | Land Bank Bldg.<br>Harrison 3964 | Russell C. Comer<br>John C. Fehlandt |
| Commercial Adv. Agency Inc. | Chicago 5 | 600 S. Michigan Ave.<br>Wabash 0703 | E. A. Gebhardt<br>W. I. Brockson |
| Commercial Broadcasters | Chicago | 188 W. Randolph<br>Dearborn 0203 | Dave Edelson |
| Commercial Radio Service Adv. Agency | New York | 30 Rockefeller Plaza<br>Columbus 5-0771 | Andre Luotto |
| Compton Adv. | New York 20 | 630 Fifth Ave.<br>Circle 6-2800 | John E. McMillin<br>Storrs Haynes<br>Muriel Haynes |
| | Hollywood 28 | 6253 Hollywood Blvd.<br>Hollywood 8301 | Whila Wilson |
| | Chicago 5 | Socony-Vacuum Bldg. | L. O. Holmberg |
| | Detroit | New Center Bldg. | R. W. Heizer |
| | Kansas City | Land Bank Bldg. | Merrell Boyce |
| | Cincinnati | Gwynne Bldg. | R. P. Marsh |
| Condon Co. | Tacoma 2 | Rust Bldg.<br>Main 3483 | Roscoe A. Smith<br>Victor Kaufman<br>Howard R. Smith |
| Conner Adv. Agency | Denver | RKO Bldg.<br>Keystone 5351 | Forbes Parkhill<br>C. E. Brace |

## C—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Connor Co. | San Francisco 5 | Rialto Bldg.<br>Yukon 0196 | R. W. Conley<br>Lucille Burman |
| S. A. Conover Co. | Boston | 75 Federal St.<br>Hancock 4770 | Albert H. Clime |
| Consolidated Adv. Agency | New York 17 | 341 Madison Ave.<br>Murray Hill 3-1267 | Charles L. Rothschild |
| Coolidge Adv. Co. | Des Moines | Insurance Exchange Bldg.<br>2-0222 | Paul Blakemore<br>Henry Kroeger |
| Copley Adv. Agency | Boston | 105 Newbury St.<br>Hancock 4079 | Anthony J. Cucchiar |
| Guy C. Core Co. | Jackson, Mich. | Reynolds Bldg.<br>8833 | Guy C. Core<br>H. J. Core |
| | Ann Arbor, Mich. | ..............<br>6279 | N. T. Brotherton |
| Couchman Adv. Agency | Dallas 5 | 86½ Highland Park Shopping Village<br>Justin 8-9323 | Albert Couchman |
| Coulter & Grinstead | San Antonio 5 | Majestic Bldg.<br>Fannin 1852 | Robert G. Coulter |
| Cowan & Dengler | New York 17 | 527 Fifth Ave.<br>Murray Hill 2-0940 | A. Marie Maus |
| John Gilbert Craig Adv. | Wilmington 99, Del. | 903 Shipley St.<br>6185 | K. W. Anderson |
| Cramer-Krasselt Co. | Milwaukee 2 | 733 N. Van Buren St.<br>Daly 3500 | L. H. Ness |
| Cramer-Tobias-Meyer Inc. | New York 22 | 515 Madison Ave.<br>Plaza 3-2380 | Goldalie Frank |
| Chet Crank Co. | Los Angeles 14 | 756 S. Broadway<br>Tucker 6131 | Chet Crank |
| Craven & Hedrick | New York 18 | 522 Fifth Ave.<br>Murray Hill 2-5010 | Paul H. Hedrick |
| Creative Agency Assoc. | Detroit | 209 E. Baltimore Ave.<br>Madison 3768 | Gilbert U. Radoye |
| Critchfield & Co. | Chicago 11 | 720 N. Michigan Ave.<br>Superior 3061 | M. E. Blackburn |
| Crolly Adv. Agency | Wilkes-Barre, Pa. | Bennett Bldg.<br>2-7191 | Phil O'Neill |
| | Scranton, Pa. | 128 Birch St.<br>3-2524 | Dennis F. Crolly |
| Crook Adv. Agency | Dallas 1 | Southwestern Life Bldg.<br>Riverside 1771 | J. P. Anderson |
| Samuel C. Croot Co. | New York 18 | 28 W. 44th St.<br>Bryant 9-2588 | D. B. Brant<br>Thomas Carey |
| Arthur Crosby Service | New York 18 | 516 Fifth Ave.<br>Murray Hill 2-2618 | Benjamin F. Landsma |
| Cruttenden & Eger Adv. | Chicago 1 | 64 E. Lake St.<br>Central 7830 | Edmond I. Eger |
| Cummings, Brand & McPherson | Rockford, Ill. | Gas-Electric Bldg.<br>Main 1806 | E. M. Cummings<br>A. B. Brand |
| Spencer W. Curtiss Inc. | Indianapolis 4 | Circle Tower<br>Market 2358 | Spencer W. Curtiss |
| | San Francisco | Mills Tower<br>Garfield 8872 | S. W. Curtiss |
| | Chicago | 333 N. Michigan Ave.<br>Central 2896 | W. K. Grimm |
| Cusack Adv. Co. | Denver 2 | California Bldg.<br>Cherry 6589 | C. F. Cusack<br>Mabel Gates |

## D

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executiv |
|---|---|---|---|
| Dake Adv. Agency | San Francisco 5 | 116 New Montgomery St.<br>Sutter 2403 | L. W. Dake |
| Daken Adv. Agency Inc. | Seattle 1 | Fourth Ave. Bldg.<br>Ma 8377 | Wm. A. Prager<br>Bette J. Daken |
| Ralph W Dalton & Assoc. | Troy, O. | Public Square<br>2221 | Ralph W. Dalton<br>Thelma Dalton |
| Dancer-Fitzgerald-Sample | Chicago 1 | 221 N. LaSalle St.<br>Dearborn 0900 | J. J. Neale<br>George Bolas<br>Gene Fromberg<br>Lester Schroeder |
| | Hollywood 28 | 1680 N. Vine St.<br>Hempstead 0716 | James H. West |
| | New York 17 | 247 Park Ave.<br>Wickersham 2-2700 | .............. |

# COVERAGE...Yes

## ...BUT LOOK AT THAT FIT!

No...YOU wouldn't buy a coat that fits like this one!

And so it is with radio ... you don't buy a station that gives you coverage you don't need ... and you don't buy a station that doesn't completely cover a market. You want a station with *coverage that fits!* Without paying for excess coverage that trickles over into other miscellaneous markets in which you are not interested, or overlaps other radio stations on your list!

*Concentrated coverage, saturation of the nation's 6th largest market, is yours for the asking.*

In Baltimore, the station that does just that is WFBR, with a signal that is *strong* enough and *clear* enough to reach into the homes of over a million people that live in the city that is the 6th largest in the country.

**RADIO STATION WFBR BALTIMORE**

**NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.**

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## D—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| D'Arcy Adv. Co. | St. Louis 3 | Missouri Pacific Bldg.<br>Central 6700 | Frank Ott<br>Morris Mudge |
| | New York 22 | 515 Madison Ave.<br>Plaza 8-2600 | A. N. Steele<br>Paul Louis<br>Morris Mudge<br>Frank Ott<br>Robert Salter |
| | Cleveland 13 | Terminal Bldg.<br>Cherry 0158 | S. P. Seward |
| | Atlanta | P. O. Box 1734<br>Vernon 0021 | J. Hixon Kinsella |
| Datche Adv. Co. | St. Louis 1 | 710 N. 12th Blvd.<br>Chestnut 5260 | Dorothy Datche |
| Jimm Daugherty Inc. | St. Louis 1 | 706 Chestnut St.<br>Main 0790 | James M. Daugherty<br>Betty Chappell White |
| David Adv. Agency | St. Paul | First Natl. Bank Bldg.<br>Garfield 3782 | Margaret Boerner<br>Q. J. David |
| Ed Davidson Adv. Agency | San Diego, Cal. | S. D. Trust & Savings Bldg.<br>Franklin 3627 | Ed Davidson |
| Davies & McKinney Adv. | Erie, Pa. | Erie Trust Bldg.<br>23-348 | A. J. Davies<br>C. E. McKinney |
| Davis-Dyke & Co. | Houston | 617 Caroline<br>P. 4368 | Earl Rives |
| Irving Davis Co. | New York | 655 Fifth Ave.<br>Plaza 8-2640 | Irving Davis |
| Davis Press Inc. | Worcester 8 | 44 Portland St.<br>Worcester 4-4114 | R. M. Spencer |
| W. H. Davis Adv. | Asheville, N. C. | 68 N. French Broad<br>1245 | W. H. Davis |
| Davis & Beaven Adv. | Los Angeles | 523 W. Sixth St.<br>Michigan 3908 | Robert J. Davis<br>Herb R. Beaven |
| Frank T. Day Inc. | Boston 9 | 729 Boylston St.<br>Kenmore 4854 | Frances B. Day |
| Ben Dean Adv. Agency | Grand Rapids 2 | Houseman Bldg.<br>8-0666 | Ben Dean |
| de Biasi Adv. Agency | New York 7 | 51 Chambers St.<br>Worth 2-7093 | A. de Biasi |
| John L. deBrueys Agency | Houston 2 | Ben Milam Hotel<br>Capitol 2241 | John L. deBrueys |
| Mitchell B. DeGroot | Pittsburgh | Union Trust Bldg.<br>Atlantic 5090 | Mitchell B. DeGroot |
| Henry DeHaan Adv. Agency | Philadelphia | Drexel Bldg.<br>Lombard 0719 | Henry DeHaan |
| Ira E. DeJernett Adv. Service | Dallas 1 | Wilson Bldg.<br>Central 2620 | Jean Smith<br>Ira E. DeJernett |
| Denham & Co. | Detroit | Book Bldg.<br>Cadillac 4488 | D. W. Drury |
| Denhard, Pfeiffer & Wells | New York 16 | 114 E. 32d St.<br>Caldeonia 5-0677 | Joseph C. Pfeiffer |
| Robert F. Dennis Inc. | Los Angeles 14 | 219 W. Seventh St.<br>Trinity 2458 | Robert F. Dennis |
| Craig E. Dennison Adv. | Chicago 1 | 225 N. Michigan Ave.<br>Dearborn 3188 | C. E. Dennison |
| Devereux & Co. | Utica 2, N. Y. | 266 Genessee St.<br>Utica 4-1718 | Miss Bernadette Stack |
| Devine Adv. Agency | New York 18 | 1457 Broadway<br>Wisconsin 7-0056 | Patrick F. Devine<br>John J. O'Hearne |
| J. H. Diamond & Co. | San Francisco 3 | 1239 Howard St.<br>Klondike 2-0730 | J. H. Diamond |
| Zan Diamond Adv. | New York 17 | 475 Fifth Ave.<br>Murray Hill 3-4350 | Zan Diamond<br>Sherman Ravison<br>Doris Alexander |
| Dicklow Adv. Agency | Dallas 1 | Liberty Bank<br>Central 2-8295 | Irene Scott Dicklow |
| Diener & Dorskind | New York 18 | 147 W. 42d St.<br>Bryant 9-8300 | Frank Bromberg |
| H. M. Dittman Adv. Agency | Philadelphia | Market St. Nat. Bank Bldg.<br>Rittenhouse 0964 | Harry M. Dittman<br>Jessie Kane |
| Dixie Advertisers | Jackson 105, Miss. | Lampton Bldg. Annex<br>4-5434 | George Godwin |
| Frank E. Dodge & Co. | Providence, R. I. | Industrial Trust Bldg.<br>Dexter 2470 | Richard Lewis |
| Doe-Anderson Adv. Agency | Louisville 2 | Martin Brown Bldg.<br>Wabash 3193 | Elmer H. Doe<br>Warwick Anderson |
| Doherty Co. | New York | 509 Madison Ave.<br>Plaza 8-1614 | C. F. Doherty |

## D—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Ralph L. Dombrower Co. | Richmond, Va. | 210 E. Franklin St.<br>3-1113 | P. J. Fulmer<br>L. E. Carney |
| | Washington, D.C. | Woodward Bldg.<br>Republic 1420 | Philip Rosenfeld |
| Donahue & Coe | New York 20 | 1270 Sixth Ave.<br>Columbus 5-4252 | Ed Fitzgerald<br>Joseph Lincoln |
| | Atlanta | Hurt Bldg.<br>Main 5662 | Harry L. Morrill Jr. |
| W. B. Doner & Co. | Detroit 26 | Washington Blvd. Bldg.<br>Cherry 0244 | W. B. Doner<br>C. F. Rosen<br>Alice Silberstein |
| Lee E. Donnelley Co. | Cleveland | Union Commerce Bldg.<br>Main 5194 | Lee Donnelley |
| Doremus & Co. | New York 5 | 120 Broadway<br>Rector 2-1600 | George L. Fostel |
| | San Francisco 5 | 544 Market St.<br>Garfield 6688 | Ronald C. Brindley |
| | Chicago 4 | 208 S. LaSalle St.<br>Central 9132 | J. P. Dynda<br>E. Oren |
| | Boston | 50 Congress St.<br>Hubbard 1510 | L. W. Munro |
| | Philadelphia | 1520 Sansom St.<br>Rittenhouse 0925 | William Reid |
| Dorland International Inc. | New York 20 | 1250 Sixth Ave.<br>Circle 7-1360 | Arthur F. Connolly |
| Albert H. Dorsey Adv. Agency | Philadelphia | Bulletin Bldg.<br>Locust 5547 | B. M. Dorsey |
| Charles F. Dowd Inc. | Toledo 4 | Richardson Bldg.<br>Main 6234 | Charles F. Dowd |
| John C. Dowd Inc. | Boston | Park Square Bldg.<br>Hubbard 8050 | John C. Dowd<br>Edward D. Parent |
| Doyle, Kitchen & McCormick | New York 17 | 501 Fifth Ave.<br>Murray Hill 2-4563 | Harry B Doyle |
| Monroe F. Dreher Inc. | New York 20 | RCA Bldg.<br>Circle 6-0720 | Grace Hill |
| | Newark | 790 Broad St.<br>Mitchell 7918 | Ernest A. Dreher Sr. |
| Jim Duffy Co. | Chicago 1 | 35 E. Wacker Dr.<br>Randolph 4827 | F. S. Anderson<br>Betsy Tyrolar |
| Dundes & Frank | New York 19 | 64 W. 48th St.<br>Longacre 3-1633 | Marion Pell |
| Roy S. Durstine Inc. | New York 19 | 580 Fifth Ave.<br>Bryant 9-2977 | John R. Latham<br>Charles Furey |
| | Cincinnati | Enquirer Bldg.<br>Cherry 0032 | H. K. Jones |

## E

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Eastburn & Siegel | Atlanta 3 | 623 Spring St. NW<br>Hemlock 7675 | Harry L. Siegel<br>Beth Barnes |
| Eastern Adv. Agency | New York | 122 E. 42d St.<br>Murray Hill 5-9143 | Robert H. Kupsick |
| Eastman, Scott & Co. | Atlanta 3 | 26 Third St. NE<br>Atlanta 1623 | E. Gerry Eastman |
| | Raleigh, N. C. | .............. | Robert Redwine |
| Fred H. Ebersold Inc. | Chicago 6 | 20 N. Wacker Drive<br>Franklin 0107 | B. B. Popell |
| Hyatt Eby | Detroit 2 | Maccabees Bldg.<br>Temple 1-1130 | Rachael Bell Andrews |
| Eddy-Rucker-Nickels Co. | Cambridge 38, Mass. | 1400 Massachusetts Ave.<br>Kirkland 4284 | F. H. Nickels<br>C. W. Johnson |
| E. S. Edmondson Co. | Philadelphia | 1700 Walnut St.<br>Pennypacker 0881 | E. S. Edmondson |
| Stanley J. Ehlinger Adv. | Tulsa 5 | 421 W. Sixth St.<br>4-2628 | Stanley J. Ehlinger<br>Peggy Morris |
| Eldridge-Northrup | Trenton, N. J. | 38 W. State St.<br>5865 | Glenn H. Cox |
| Roy Elliot Co. | Boston 16 | 25 Huntington Ave.<br>Kenmore 7974 | Roy D. Elliot |
| Harry Elliott Adv. | San Francisco 5 | Monadnock Bldg.<br>Douglas 1146 | Harry Elliott |
| Ellis Adv. Co. | Buffalo 14 | 3053 Main St.<br>University 4500 | Jerome R. Ellis |

# What About The OTHER Four Million Chicagoland Listeners

## Check These Amazing Facts About Chicago's Foreign-American Radio Audience

Hooper-Holmes
Survey
☆
Italian and Polish
Language Programs

Table I —Homes with Radio 98% No Radio 2%

| | | |
|---|---|---|
| Table II— | Listen to English Speaking Programs Only | 4.9% |
| | Listen to Polish, Italian Programs Only | 14.7% |
| | Listen to Foreign Language Programs Chiefly, but *occasionally* Listen to Special Broadcasts in English | 4.4% |
| | Listen to *Both* English and Polish or Italian Broadcasts | 76.0% |

*(And That's Only The Beginning of This Survey)*

**SURVEY CONDUCTED NOVEMBER 17-18-19, 1943**

No one Radio Station can cover every classification of listening audience. WGES recognizes this important conclusion and since 1927 WGES programing policy constantly has been pointed up to this tremendous "uncovered" market of Chicagoland's *other* Four million purchasers. The nation's top ranking Firms also recognize the merchandising need for covering this important Foreign-American market . . . That's why WGES is far and away the Number One Station serving this responding Audience, in terms of Sponsors, Dollar Volume and Programming - To - Our - Audiences.

Just to give you a quick look at WGES results . . . From one announcement of 98 words, 1,247 Cook Books were requested (in person) *at the retail outlet* . . . a 42 word announcement sold 624 lbs. of coffee . . . one 24 word spot sold 720 cans of Evaporated Milk . . . 1,085 Dozen oranges sold from one 100 Word announcement . . . From nine mentions of a nutrition Chart, WGES sponsor received 4,945 Requests! (at a lower rate per reply than any other station used in the Middle west, including "super power" stations.)

You can't cover "Chicago's Other 4 Million" unless you use WGES . . . and that fact is beyond question. Proved by survey, Mail and store Response and *Repeat* contracts from WGES sponsors.

Table III— (cont.)

Of Total Interviews
**Listen To WGES** **93.4%**

(Survey Copies On Request)

### *Yes, Over 4 Million Customers You Should Reach*

| | |
|---|---|
| Polish | 719,968 |
| German (Incl. Austrian) | 711,030 |
| Irish | 301,176 |
| Italian | 370,024 |
| Swedish | 220,396 |
| Bohemian | 183,312 |
| Lithuanian | 118,558 |
| Jewish | 536,000 |
| Ukrainian and Russian | 317,980 |
| Jugoslav | 56,198 |

**Tell Them — Sell Them on WGES**

**Write For Booklet**
**"Chicagoland's Other Four Million"**

### Partial List of Outstanding Accounts That Cover This Outstanding Market Through WGES

- *The Proctor & Gamble Co.*
  - *American Family Flakes & Soap*
  - *Oxydol*
- *Plough, Inc.*
  - *Penetro Nose Drops*
  - *St. Joseph Aspirin*
- *Altbach & Reinhart, Inc.*
- *Illinois Bell Telephone Co.*
- *Coca-Cola Bottling Co.*
- *Balbo Oil Company*
- *Father Justyn Rosary Hour*
- *Dr. Peter Fahrney & Sons Co.*
- *Goldberg Clothing Company*
- *Planters Edible Oil Company*
- *Chicago Beverage Company*
- *Komiss Company*
- *Lebolt & Company*
- *Linco Products Company*
- *Local Loan Company*
- *Atlas Brewing Company*
- *Interstate Bakeries Corp.*
- *White Eagle Brewing Co.*
- *Evans Fur Company*
- *Wieboldt Department Stores*
- *Ratay Furniture Co.*
- *Ritter Furniture Stores*
- *Chicago Macaroni Company*
- *Roma Wine Co.*
- *Fernet Branca*
- *Central National Bank*
- *Petri Cigars & Wines*
- *Safety-Tivoli Laundries*
- *The Pinex Company*
- *Hirsch Clothing Company*
- *Unity School of Christianity*
- *Atlantic Brewing Co.*
- *Hebrew Christian Mission*
- *Libby McNeill & Libby*
- *Schutter Candy Company*
- *Time Magazine*
  - *Marvels Cigarettes*
  - *Stephano Brothers*
- *Universal Pictures, Inc.*
- *Hart Schaffner & Marx*
- *Garrett & Company*
- *Ward Baking Company*
- *Maryland Pharmaceutical Co.*
- *Manischewitz Matzoh Co.*
- *The General Stores*
- *The Leader Laundry Co*
- *Newart's*
- *Medora Realty Company*
- *Attam Roofing Company*
- *Victory Laundry*
- *Publix Clothing Co.*
- *Curry's Clothing Co.*
- *Douglas Park Theatre*
- *William A. Lewis Clothing Co.*
- *P & G Baking Company*
- *Three Star Laundry*
- *F. Ad. Richter Company*
- *Humboldt Park Gospel Tabernacle*
- *Axelrod Roofing Company*
- *Chicago Decorator's Supply Co.*
- *M. J. Harris, Jewelers*
- *Clausson Bros.*
- *The Leader Stores*
- *St. Paul Federal Savings & Loan*
- *Douglas Rug & Carpet Cleaners*
- *Polonia Furniture Co.*
- *Peoples Clothing Co.*
- *Peoples Furniture Co.*
- *Polish Bible Students Ass'n.*
- *Polish Roman Catholic Churches of Archdiocese of Chicago*
- *Novak Markets*
- *Paul Kvorka & Sons*
- *Poray, Incorporated*
- *Humboldt Quilt Mfg. Co.*
- *Jos. Suffrin*
- *Lucca Bakery*
- *Security Finance*
- *Avondale Stoker Sales*
- *Polish Film Producers*
- *Terry's*
- *Petersen Furniture Co.*
- *Wilhelm Optical Co.*

# WGES

Madison at Western
Chicago

Gene T. Dyer
Management

## E—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| A. W. Ellis Co. | Boston | 24 School St.<br>Capital 1544 | Lester L. Mayo<br>A. W. Ellis |
| Sherman K. Ellis & Co. | New York 17 | 247 Park Ave.<br>Plaza 5-7711 | Harry Torp |
| | Chicago 4 | 141 W Jackson Blvd.<br>Harrison 8612 | Palmer Clark<br>G. N. Beecher |
| Emery Adv. Co. | Baltimore 1 | Baltimore Life Bldg.<br>Plaza 7440 | H. C. Schuckle |
| Engel Adv. | Chicago 11 | 919 N. Michigan Ave.<br>Superior 7656 | F. L. Engel Jr. |
| Ennis-Anderson Adv. Agency | Fresno, Cal. | Holland Bldg.<br>3-2613 | Frank Ennis<br>E. E. Anderson |
| F. A. Ensign Adv. Agency | Pittsburgh | Grant Bldg.<br>Atlantic 4028 | W. C. Arther |
| Equity Adv. Agency | New York | 113 W. 42d St.<br>Bryant 9-0060 | Irving Weinberg |
| Erland Adv. Agency | New York 17 | 18 E. 41st St.<br>Murray Hill 5-4764 | Bernice Newmark Rill |
| Erwin, Wasey & Co. | New York 17 | 420 Lexington Ave.<br>Mohawk 4-8700 | C. H. Cottington<br>Frank Haas<br>Joseph Brattan |
| | New Haven, Conn. | 157 Church St.<br>5-8705 | John F. Barteau |
| | Chicago 1 | 230 N. Michigan Ave.<br>Randolph 4952 | Harry K. Gilman |
| | Minneapolis | Rand Tower<br>Atlantic 1233 | Mac Martin |
| | Oklahoma City 2 | First Natl. Bldg.<br>2-0605 | Warren A. Humphrey |
| | Dallas | 900 Main St.<br>Charter 4-3354 | Harold Halsell |
| | Los Angeles 15 | 714 W. Olympic Blvd.<br>Prospect 5317 | H. A. Stebbins |
| | San Francisco 4 | 333 Montgomery St.<br>Exbrook 7004 | John Davis<br>Louis Honig<br>Howard Williams |
| | Seattle 1 | Skinner Bldg.<br>Main 6435 | Warren Kraft<br>Charlotte Smith |
| Benjamin Eshleman Co. | Philadelphia | 260 S. Broad St.<br>Kingsley 2590 | Leon H. Greenhouse |
| Lawrence Esmond Adv. | New York | 331 Madison Ave.<br>Murray Hill 2-1808 | Lawrence B. Esmond |
| Essig Co. Ltd. | Los Angeles 15 | 1121 S. Hill St.<br>Prospect 6287 | Albert C. Essig<br>J. S. Macaulay<br>J. W. Eccleston Jr. |
| William Esty & Co. | New York 17 | 100 E. 42d St.<br>Caledonia 5-1900 | Thomas D. Luckenbill<br>Tom Lynch |
| | Hollywood 28 | 1537 N. Vine St.<br>Hillside 2183 | Don Bernard |
| Evans Associates | Chicago 1 | 307 N. Michigan Ave.<br>State 8927 | L. G. Wilcox<br>K. V. Reed |
| Consuelo Evans Inc. | New York | Paramount Bldg.<br>Lackawanna 4-8981 | Consuelo Evans |
| Evans & Le May Adv. Agency | Fort Worth 2 | Dan Waggoner Bldg.<br>2-3371 | Albert Evans Jr.<br>Frances Hogan |
| Lawrence I. Everling | Philadelphia | 1700 Walnut St.<br>Pennypacker 7927 | Lawrence I. Everling |
| Export Adv. Agency | Chicago 11 | 919 N. Michigan Ave.<br>Superior 3875 | R. C. Lebret<br>T. M. Fergus |
| | New York 16 | 271 Madison Ave.<br>Caledonia 5-8738 | E. Mazzuchi<br>A. Beyla |

## F

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Ted H. Factor Agency | Los Angeles 14 | 1709 W. Eighth St.<br>Drexel 7187 | Aileen Le Bell |
| Fairall & Co. | Des Moines 9 | Liberty Bldg.<br>3-5255 | C. R. Dudley |
| John B. Fairbairn | Hartford 3, Conn. | 12 Haynes St.<br>7-9219 | John B. Fairbairn |
| H. W. Fairfax Adv. Agency | New York 17 | 551 Fifth Ave.<br>Murray Hill 2-8680 | Mrs. Janice Hamilton |
| Farson & Huff Adv. Agency | Louisville 2 | Republic Bldg.<br>Wabash 3279 | G. M. Staples |
| Fashion Adv. Co. | New York 1 | 461 Eighth Ave.<br>Bryant 9-5050 | Jesse Levine |

## F—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Federal Adv. Agency | New York 22 | 444 Madison Ave.<br>Eldorado 5-6400 | John S. Davidson<br>Penelope Simmons |
| Warren P Fehlman Adv. Co. | Los Angeles 11 | 4330 District Blvd.<br>Kimball 9296 | Warren P. Fehlman |
| Harry Feigenbaum Adv. Agency | Philadelphia | 1420 Walnut St.<br>Pennypacker 3623 | David Werman<br>Ralph Hart |
| Fensholt Co. | Chicago 1 | 360 N. Michigan Ave.<br>Randolph 1671 | A. H. Fensholt |
| Courtland D. Ferguson Inc. | Washington 4 | National Press Bldg.<br>National 7713 | Courtland D. Ferguson<br>C. Merrill Trott |
| | Baltimore 1 | 525 N. Charles St.<br>Vernon 7211 | Arthur Booth<br>Dorothy G. Starbuck |
| | Richmond 19 | Mutual Bldg.<br>7-0788 | Frank G. Christian<br>Mrs. L. M. Stackler |
| Ferry-Hanly Co. | New York 18 | 500 Fifth Ave.<br>Longacre 5-5000 | H. E. Lehman<br>Jeremy Gury |
| | Kansas City 6 | Fidelity Bldg.<br>Harrison 4890 | Q. V. Brewer |
| Lawrence G. Fertig & Co. | New York 16 | 149 Madison Ave.<br>Murray Hill 4-3300 | Henry Bretzfield |
| Robert G. Fields & Co. | Nashville 3 | Warner Bldg.<br>6-1977 | R. G. Fields |
| Fink & Doner | Detroit | Washington Blvd. Bldg.<br>Cherry 0244 | Wilfred B. Doner |
| Firestone Adv. Agency | Minneapolis 3 | 510 First Ave. North<br>Main 1471 | A. L. Firestone<br>Robert Bruce Mandell |
| First United Broadcasters | Chicago 6 | 201 N. Wells St.<br>Randolph 7800 | Hugh Rager<br>George Roesler |
| M. M. Fisher Associates | Chicago | 134 N. LaSalle St.<br>Central 1610 | Jack L. Fisher |
| Fitch Adv. Co. | Buffalo 2 | Walbridge Bldg.<br>Madison 0657 | Herbert Fitch<br>Elsie Jane Pfeil |
| Fitzgerald Adv. Agency | New Orleans 13 | 833 Howard Ave.<br>Raymond 5194 | Leonard Dessner |
| Flack Adv. Agency | Syracuse 2, N. Y. | Hills Bldg.<br>2-3129 | Richard H. Wickham |
| Flagler Adv. Inc. | Buffalo 2 | 170 Franklin St.<br>Cleveland 0925 | M. I. Flagler |
| James R. Flanagan Adv. Agency | New York 17 | 505 Fifth Ave.<br>Murray Hill 2-1048 | A. Wagner |
| Fogarty-Jordan-Phelps Co. | Chicago 1 | 307 N. Michigan Ave.<br>Randolph 7000 | C. C. Fogarty |
| Foley Adv. Agency | Cleveland 14 | NBC Bldg.<br>Cherry 1490 | Robert B. Foley |
| Richard A. Foley Adv. Agency | Philadelphia 2 | 1528 Walnut St.<br>Kingsley 1560 | Frank J. Corkery<br>Miss Catherine Gibbons |
| Foote, Cone & Belding | New York 17 | 247 Park Ave.<br>Wickersham 2-2000 | Edward Cashman |
| | Hollywood 28 | 6117 Sunset Blvd. (Columbia Square Bldg.)<br>Hollywood 6265 | Don Belding |
| | Los Angeles 13 | 601 W. Fifth St.<br>Michigan 7651 | Don Belding<br>Wm. J. Pringle |
| | San Francisco 4 | Russ Bldg.<br>Sutter 2355 | Jane Sullivan<br>Mr. McCullough Campbell |
| | Chicago 11 | 919 N. Michigan Ave.<br>Superior 4800 | Victor Hunter<br>Miss Genevieve Lemper |
| Foreign Adv. & Service Bureau | New York | 342 Madison Ave.<br>Murray Hill 2-3444 | N. de Filippes |
| Fort & Co. | Charlotte 1, N. C. | Wilder Bldg.<br>4-7122 | John L. Fort |
| Fortune Radio Productions | New York | 515 Madison Ave.<br>Eldorado 5-6397 | Bernard J. Goldstein |
| Foster & Davies | Cleveland 15 | Keith Bldg.<br>Cherry 5792 | Everett R. Castle |
| Fox Adv. Co. | Baltimore 2 | 510 St. Paul St.<br>Vernon 3939 | Merral A. Fox |
| Don F. E. Fox & Assoc. | Utica 2, N. Y. | Paul Bldg.<br>4-4072 | Don F. E. Fox |
| Fox & Mackenzie | Philadelphia 7 | 1214 Locust St.<br>Pennypacker 0531 | Walter A. Fox |

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- Giants Football
- Dodgers Baseball
- Gillette Prize Fights

Bert Lee
Marty Glickman
Red Barber
Sam Taub
Connie Desmond
"Warmup Time"
"Sports Roundup"
"Today's Baseball"
"Sports Final"
"Sports Extra"

DIAL 1050

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Don Bestor and his Orchestra
Karol Singer
Barry Sisters
Bob Howard
Kay Stevens
Don Saxon
"Gloom Dodgers"
"Swing Class"
"Bandstand"
Dick Gilbert
"Music to Read By"
"Music Shop"
"One-Two Club"

DIAL 1050

## NEWS

Fulton Lewis, Jr.
Fulton Oursler
Paul Sullivan
George H. Combs, Jr.
Sidney Walton
Adrienne Ames
"Newsreel Theater"

And a Full Schedule of Newscasts Throughout the Day and Night.

Enterprising Public Affairs Programs including the "Commentators' Round Table," and "Congressional Record of the Air."

DIAL 1050

and for all three

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NEW YORK

## FOR LEADERSHIP

**50,000 WATTS ON 1050 IN THE NATION'S No. 1 MARKET**

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## F—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| France and Duff Adv. Agency | Omaha 2 | 1904 Farnam<br>Jackson 6400 | Mort Duff<br>Carl J. Christiansen |
| Albert Frank-Guenther Law | New York 6 | 131 Cedar St.<br>Cortland 7-5060 | John McAdams |
| | Boston | 10 Post Office Square<br>Hancock 5900 | August Hirschbaum |
| | Philadelphia | Packard Bldg.<br>Rittenhouse 3915 | Milton T. Kyle<br>T. John Parry |
| | Chicago | 1 N. LaSalle St.<br>Dearborn 8910 | R. W. Dawson |
| | San Francisco | 155 Sansome St.<br>Exbrook 3484 | Lucrezia Kemper |
| Franke-Wilkinson-Schiwetz | Houston 2 | Cotton Exchange Bldg.<br>Capitol 0168 | Dolores Williams<br>D. K. Williams<br>P. C. Franke<br>E. M. Schiwetz<br>W. M. Tipton |
| Jones Frankel Co. | Chicago 11 | 43 E. Ohio St.<br>Superior 0707 | J. M. Roeser |
| S. W. Frankel Adv. Agency | New York 21 | 767 Lexington Ave.<br>Regent 7-4154 | Franklyn A. Donegan |
| Franklin Adv. Service | Boston | 126 Newbury St.<br>Kenmore 4644 | Melvin B. Summerfield |
| Frederick-Clinton Co. | New York 17 | 545 Fifth Ave.<br>Murray Hill 2-4889 | Harold S. Rieff<br>Frederick C. Burger |
| Freitag Adv. Agency | Atlanta | 34 Fifth St. N.W.<br>Hemlock 1345 | Norman Frankel<br>Dorothy Padrick |
| Oakleigh R. French & Assoc. | St. Louis 8 | 4235 Lindell Blvd.<br>Newstead 0037 | C. S. Pangman<br>Dorothy Kick |
| Morton Freund Adv. | New York 17 | 400 Madison Ave.<br>Wickersham 2-7985 | Morton Freund |
| Charles Daniel Frey Adv. Agency | Chicago 1 | 333 N. Michigan Ave.<br>State 8161 | D. S. Kennedy |
| E. M. Freystadt Assoc. | New York 22 | 570 Lexington Ave.<br>Plaza 3-1253 | E. M. Freystadt |
| Jean Scott Frickelton Adv. Agency | San Francisco 3 | 1355 Market St.<br>Hemlock 6030 | Jean Scott Frickelton |
| Friend Adv. Agency | New York 18 | 220 W. 42d St.<br>Wisconsin 7-4708 | Benjamin Friend |
| Frizzell Adv. Agency | Minneapolis 2 | Plymouth Bldg.<br>Main 1915 | F. L. Frizzell |
| Harry M. Frost Co. | Boston | 260 Tremont St.<br>Liberty 0813 | Karl M. Frost<br>Harvey P. Newcomb |
| Fuller & Smith & Ross | New York 17 | 71 Vanderbilt Ave.<br>Murray Hill 6-5600 | Miss Lee Williams |
| | Cleveland 15 | 1501 Euclid Ave.<br>Cherry 6700 | W. J. Staab |
| Fulton, Horne, Morrissey Co. | Chicago | 612 N. Michigan Ave.<br>Delaware 5430 | E. H. Morrissey |
| Furman, Feiner & Co. | New York | 117 W. 46th St.<br>Bryant 9-2927 | Norman Furman |

## G

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Walter J. Gallagher | New York 10 | 175 Fifth Ave.<br>Algonquin 4-1780 | Hannah Nathan |
| Jerome G. Galvin Adv. Co. | Kansas City 2 | 3619 Broadway<br>Valentine 1661 | Jerome G. Galvin<br>J. O. Simon |
| Gandy Adv. Agency | Dallas 2 | Texas Bank Bldg.<br>Central 4737 | W. P. Gandy<br>K. Gandy |
| Henry W. Gann Adv. Agency | Scranton 3, Pa. | Chamber of Commerce<br>4-5731 | .............. |
| Gardner Adv. Co. | St. Louis 1 | 915 Olive St.<br>Garfield 2915 | Charles E. Claggett |
| | New York 20 | 9 Rockefeller Plaza<br>Columbus 5-2000 | Roland Martini |
| Alvin Gardner Co. | New York 18 | 67 W. 44th St.<br>Murray Hill 2-4655 | Alvin I. Gardner |
| Garfield & Guild Adv. Agency | San Francisco 5 | 660 Market St.<br>Exbrook 3420 | Miss Bertha Rios<br>Mr. Walter Guild |
| W. W. Garrison & Co. | Chicago 11 | 400 N. Michigan Ave.<br>Superior 8191 | G. P. Schill |
| Geare-Marston | Philadelphia | 1600 Arch St.<br>Rittenhouse 3572 | Frank Murphy |
| | New York 17 | 420 Lexington Ave.<br>Mohawk 4-0880 | Radcliffe Romeyn |

## G—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Abner J. Gelula & Assoc. | Atlantic City | Schwehm Bldg.<br>5-1101 | Abner J. Gelula |
| General Adv. Agency | Los Angeles | 6518 Selma Ave.<br>Hempstead 5129 | Eric Strutt |
| Joseph R. Gerber Co. | Portland 1, Ore. | 1305 SW 12th Ave.<br>Broadway 0515 | Arthur E. Smith |
| Gerth-Pacific Adv. | San Francisco 4 | 68 Post St.<br>Garfield 1081 | Edwin P. Gerth |
| | Los Angeles 14 | 219 W. Seventh St.<br>Tucker 4769 | David R. Showalter |
| Geyer, Cornell & Newell | New York 22 | 745 Fifth Ave.<br>Wickersham 2-5400 | Miss E. L. Larsen |
| | Detroit | 14250 Plymouth Road<br>Hogarth 5520 | H. M. Stahl |
| | Washington, D. C. | Hibbs Bldg.<br>National 2514 | J. Widman Bertch |
| | Dayton | U. B. Bldg.<br>Fulton 4145 | E. G. Frost |
| Gibbons Adv. Agency | Tulsa 3 | Natl. Bank of Tulsa Bldg.<br>4-2444 | J. Burr Gibbons |
| Giezendanner Co. | Houston 2 | Southern Standard Bldg.<br>Preston 5351 | Mildred Wright Horne<br>Joy Wright<br>Maudeen Marks |
| Gillham Adv. Agency | Salt Lake City | Continental Bank Bldg.<br>4-5516 | Marion C. Nelson<br>Nels Lindorff |
| Bert S. Gittins | Milwaukee 2 | 739 N. Broadway<br>Daly 6230 | Vic S Taylor<br>Robert J. Rice |
| Glaser Adv. Inc. | Boston | Statler Bldg.<br>Hubbard 7188 | M. Collins |
| Glasser-Gailey & Co. | Los Angeles 5 | 3275 Wilshire Blvd.<br>Fitzroy 2141 | Grace Glasser<br>P. E. Gailey |
| | San Francisco | DeYoung Bldg.<br>Exbrook 6469 | R. O. Davis |
| Gleason Adv. Agency | Detroit | David Stott Bldg.<br>Cherry 9670 | A. I. Gleason |
| Ray K. Glenn Adv. | Oklahoma City 2 | First National Bldg.<br>3-5439 | .............. |
| | Ft. Worth 2 | Ft. Worth Natl. Bank Bldg.<br>2-2575 | Duke Burgess Jr. |
| | Dallas 1 | Liberty Bank Bldg.<br>Central 3334 | T. A. Workman |
| Francis K. Glew Adv. | Grand Rapids 2 | Murray Bldg.<br>8-1848 | Francis K. Glew |
| Glicksman Adv. Co. | New York 17 | 400 Madison Ave.<br>Plaza 8-0716 | Joseph Glicksman |
| Jack Goehring Adv. | New York 17 | 250 Park Ave.<br>Plaza 3-2991 | Jack Goehring |
| H. J. Gold Co. | New York | 1123 Broadway<br>Chelsea 2-7748 | H. J. Gold |
| Max Goldberg Adv. Agency | Denver 2 | Railway Exchange Bldg.<br>Cherry 5533 | Max Goldberg<br>Melvin Grinspan<br>Eileen Barnett |
| Goldman & Gross | Chicago 11 | 540 N. Michigan Ave.<br>Whitehall 6837 | B. C. Ivers |
| I. A. Goldman & Co. | Baltimore 1 | 100 N. Eutaw St.<br>Plaza 3357 | I. A. Goldman |
| | Philadelphia | 1015 Chestnut St.<br>Lombard 4312 | H. N. Goldman |
| | Pittsburgh | Law & Finance Bldg.<br>Grant 7400 | Jack Levin |
| Leon S. Golnick & Assoc. | Baltimore 1 | Fidelity Bldg.<br>Saratoga 4454 | Mina Joyce<br>Leon S. Golnick |
| H. H. Good Adv. Agency | New York 7 | 53 Park Place<br>Cortland 7-3120 | Raymon Cabrera |
| Goodkind, Joice & Morgan | Chicago 11 | Palmolive Bldg.<br>Superior 6747 | Lewis Goodkind<br>Clyde Joice |
| Phil Gordon Agency | Chicago 11 | 840 N. Michigan Ave.<br>Delaware 4486 | Phil Gordon |
| Jesse Gorov Co. | Chicago 11 | 666 Lake Shore Drive<br>Superior 4312 | Jesse Gorov |
| Gotham Adv. Co. | New York 19 | 2 W. 46th St.<br>Longacre 5-2616 | Arthur A. Kron |
| Gottschaldt-Humphrey (Division of C. P. Clark Inc.) | Atlanta | Norris Bldg.<br>Walnut 6341 | Fred Storey |
| Goulston Co. | Boston 8 | 35 Court St.<br>Lafayette 5866 | E. J. Goulston<br>J. Leonard Michelson |

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New York - Chicago - San Francisco

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## G—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Gourfain-Cobb Adv. Agency | Chicago 11 | 400 N. Michigan Ave.<br>Superior 3282 | Joyce Potter |
| Grace Adv. Agency | Detroit | Fox Theatre Bldg.<br>Cherry 8317 | Julian A. Grace |
| Grace & Bement | Detroit 2 | New Center Bldg.<br>Madison 4514 | Edward R. Grace<br>L. C. Grace |
| Robert L. Gracemill Adv. Agency | San Diego 1 | So. Title & Trust Bldg.<br>Franklin 6551 | E. V. Gracemill<br>Robert L. Gracemill |
| Robert B. Grady Co. | New York 3 | 45 E. 17th St.<br>Algonquin 4-3660 | Charles P. Quigley |
| Grady & Wagner Co. | New York 19 | 1790 Broadway<br>Columbus 5-5358 | Alfred V. Grady |
| Grant Adv. | Chicago 11 | 919 N. Michigan Ave.<br>Superior 9052 | L. G. Harris<br>Jimmy Whipple |
| | Dallas | Gulf States Bldg.<br>Riverside 8121 | R. Marvin |
| | New York 20 | 30 Rockefeller Plaza<br>Circle 5-4485 | Austin Byrne |
| | Mexico City, Mex. | Guardiola Bldg.<br>J-13-80 | Ken Smith<br>Emilio Arellano O. |
| | Monterrey, Mex. | Padre Mier 474 | A. Tinoco |
| Grant Advertising, S. A. | Buanos Aires, Arg. | de Publicidad, Metropol Bldg. | |
| Grant Anuncios, S. A. | Rio de Janiero, Brazil | 85 Rio Branco Ave. | David Echols |
| | Sao Paulo, Brazil | Rua Braulio Gomez 25, | David Echols |
| Paul Grant Adv. | Chicago 11 | 520 N. Michigan Ave.<br>Delaware 5671 | Paul Grant |
| Grant & Wadsworth | New York 17 | 405 Lexington Ave.<br>Murray Hill 9-4591 | L. Stanton Pugh |
| Will Grant Adv. | Los Angeles 14 | 530 W. 6th St.<br>Vandike 3285 | Will Grant |
| Graphic Adv. Co. | New York 1 | 421 Seventh Ave.<br>Lackawanna 4-4076 | M. Pollack<br>G. Sanders<br>J. Beigel |
| Graves & Assoc. | Minneapolis 2 | Radisson Hotel<br>Atlantic 4531 | Ivan H. Graves |
| Charles M. Gray & Assoc. | Detroit | Francis Palms Bldg.<br>Cadillac 1088 | Charles J. Shower<br>Charles M. Gray |
| Russell T. Gray Inc. | Chicago 6 | 205 W. Wacker Drive<br>Central 7750 | W. G. Schnell<br>Harvey A. Schribner<br>W. J. Higgens |
| Gray-Rogers Agency | Philadelphia 7 | 12 S. 12th St.<br>Walnut 3636 | W. B. Edwards<br>Frank Esherick |
| Harry B. Green & Co. | Baltimore 2 | 19 E. Fayette St.<br>Calvert 1817 | Fletcher B. Speed Jr.<br>Anne M. Engers<br>George H. Wright |
| Marvin Green Inc. | Chicago 11 | 140 E. Walton Pl.<br>Superior 3132 | Marvin T. Green |
| Green-Brodie Inc. | New York 17 | 420 Madison Ave.<br>Plaza 3-9533 | Julian P. Brodie |
| Finley H. Green Adv. Agency | Buffalo 2 | 360 Delaware Ave.<br>Washington 3371 | Finley H. Greene |
| Gregory Adv. Inc. | Cleveland | Citizens Bldg.<br>Main 7824 | Bromley House |
| Greve Adv. Agency Inc. | St. Paul 1 | Minnesota Bldg.<br>Cedar 6388 | S. Greve<br>B. Connolly |
| Grey Adv. Agency | New York 1 | 166 W. 32d St.<br>Chickering 4-3900 | Herschel Deutsch<br>Maria J. White |
| Greystone Co. | New York | 12 E. 41st St.<br>Lexington 2-7848 | David S. Levene |
| Griffith Adv. Agency | St. Petersburg 1, Fla. | Times Bldg.<br>4311 | Robert F. Bullard |
| Griswold-Eshleman Co. | Cleveland 13 | Terminal Tower<br>Main 7626 | J. D. Kysor |
| Julian Gross Adv. Agency | Hartford | 11 Asylum St.<br>7-7179 | G. K. Ray<br>S. K. Rice |
| Groves-Keen | Atlanta | Bona Allen Bldg.<br>Walnut 4517 | J. L. Groves Jr.<br>W. W. Stevens<br>P. Brown |
| Guenther-Bradford & Co. | Chicago 11 | 15 E. Huron St.<br>Superior 9474 | W. H. O'Brien<br>S. A. Peterson |
| Lawrence C. Gumbinner Adv. Agency | New York 17 | 9 E. 41st St.<br>Murray Hill 2-5680 | Paul Gumbinner |
| Gunn-Mears Co. | New York 18 | 1475 Broadway<br>Bryant 9-8197 | William P. Gunn |
| Gussow-Kahn & Co. | New York 16 | 200 Madison Ave.<br>Ashland 4-6798 | Leonard L. Gussow |
| Gutman Adv. Co. | Wheeling, W. Va. | 1600 Main St.<br>5110 | P. Kalany |

## H

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| HSG Adv. Agency | New York | 19 E. 53d St.<br>Wickersham 2-3338 | Harry S. Goodman |
| Wm. J. Hackenberg Adv. | Wheeling, W. Va. | Hawley Bldg.<br>1787 | Wm. J. Hackenberg |
| M. H. Hackett Co. | New York 20 | 9 Rockefeller Plaza<br>Circle 6-1950 | Bernard Pagesstecher<br>Aida Stearns |
| Marvin Hahn Adv. | Detroit | Fisher Bldg.<br>Madison 3854 | Marvin Hahn |
| Melvin F. Hall Adv. | Buffalo | 220 Delaware Ave.<br>Madison 4461 | M. F. Hall<br>Charles Jenkins |
| Halpern Adv. Agency | New York 18 | 1457 Broadway<br>Longacre 5-7167 | Babette Hesse |
| Halsell-Humphrey | Oklahoma City | First National Bldg.<br>2-0605 | W. A. Humphrey |
| Mason L. Ham Adv. | Boston | 31 St. James Ave.<br>Hancock 3620 | Mason L. Ham |
| J. R. Hamilton Adv. Agency | Chicago 1 | 180 N. Michigan Ave.<br>Randolph 7060 | S. T. Claflin<br>A. L. Gale |
| Wm. Irving Hamilton Inc. | New York 16 | 267 Fifth Ave.<br>Murray Hill 5-1737 | Wm. Irving Hamilton |
| Hammel & Hammel | Los Angeles 13 | 355 S. Broadway<br>Madison 5225 | M. J. Hammel |
| Hammer Adv. Agency | Hartford 3 | 983 Main St.<br>5-4883 | Robert Eckelson<br>Thelma Burnham<br>Louis Barlow |
| Henry J. Handelsman Jr. Inc. | Chicago | 139 N. Clark St.<br>Central 3720 | Henry J. Handelsman Jr. |
| Howard G. Hanvey Adv. | San Francisco 3 | Phelan Bldg.<br>Douglas 4100 | Howard G. Hanvey |
| Harding-Lake Co. | Memphis | Exchange Bldg.<br>6-1892 | E. I. Harding |
| L. J. Harger | Spokane 8, Wash. | Old Natl. Bank Bldg.<br>Main 5001 | L. J. Harger |
| M. E. Harlan Adv. Agency | San Francisco 5 | 525 Market St.<br>Douglas 5721 | M. E. Harlan |
| Harmon Adv. Agency | Portland, Me. | 477 Congress St.<br>3-0157 | C. H. Harmon<br>F. N. Hawthorne |
| R. T. Harris Adv. Agency | Salt Lake City 1 | Walker Bank Bldg.<br>3-8815 | T. H. Axelsen |
| Lester Harrison Assoc. | New York 17 | 341 Madison Ave.<br>Murray Hill 3-1267 | Sydney Rubin |
| Harrison-Rippey Adv. Co. | St. Louis | Arcade Bldg.<br>Main 1977 | Milton Rippey |
| J. B. Hart Adv. Agency | Oakland, Cal. | 1106 Broadway<br>Glencourt 4448 | J. B. Hart |
| Hart-Conway Co. | Rochester 4 | 45 Exchange St.<br>Main 2073 | J. P. Street |
| George H. Hartman Co. | Chicago 1 | 307 N. Michigan Ave.<br>State 0055 | Thomas Kivlan |
| L. H. Hartman Co. | New York 20 | 50 Rockefeller Plaza<br>Circle 5-4664 | M. C. Ryan |
| Harvey-Massengale Co. | Atlanta 1 | Walton Bldg.<br>Walnut 9117 | Virginia Akin |
| | Durham, N. C. | Snow Bldg.<br>J-8451 | C. Knox Massey |
| L. B. Hawes General Adv. | Boston | 37 Temple Place<br>Liberty 3008 | Lester B. Hawes |
| Hays Adv. Agency | Burlington, Vt. | 252 College St.<br>852 | N. H. Myers |
| Hazard Adv. Co. | New York 17 | 295 Madison Ave.<br>Ashland 4-7484 | Donald B. Foresman |
| Heintz, Pickering & Co. Inc. | Los Angeles 13 | Paramount Bldg.<br>Michigan 6062 | Carl M. Heintz<br>John Murray |
| Henri, Hurst & McDonald | Chicago 11 | 520 N. Michigan Ave.<br>Superior 3000 | W. S. Shartle |
| Herman & Sanders Adv. | New York 10 | 1133 Broadway<br>Chelsea 2-1299 | M. C. Herman |
| Hevenor Adv. Agency | Albany 7, N. Y. | 11 N. Pearl St.<br>5-1586 | Horace L. Hevenor |
| J. M. Hickerson Inc. | New York 17 | 110 E. 42nd St.<br>Murray Hill 3-7426 | J. M. Hickerson<br>Paul deGuzman |
| | Washington, D.C. | 917 15th St., N.W. | J. P. Jones Jr. |
| Hicks Adv. Agency | New York 19 | 580 Fifth Ave.<br>Bryant 9-2365 | Francis Marquis<br>Fred Russel |
| Livingstone Porter Hicks | Detroit | Eaton Tower<br>RA. 6640 | Patricia Adams |
| Ward Hicks Inc. | Albuquerque, N. M. | 315 W. Gold Ave.<br>4557 | Ward Hicks |

# We have no listeners in Calcutta

Many radio stations proudly display letters from listeners who live hundreds of miles from their transmitters. Many radio stations give you the double-talk about "coverage patterns"..."extended contours"..."protected areas". But, they seemingly neglect the one most important thing. You are buying a market because you want to make sales in that market—and not in Calcutta.

WFIL, Philadelphia's Exclusive Blue Network station, more than adequately covers the rich Metropolitan Philadelphia area. Because of the strategic location of its transmitter four and one-half miles from the center of Philadelphia it delivers an ultra-powerful signal in the highly concentrated area of Philadelphia, Bucks, Montgomery, Chester, Delaware Counties, Pennsylvania—Burlington, Camden, Gloucester, Salem and Cumberland counties, New Jersey—New Castle county, Delaware.

Every market—like every bottle of milk—has a certain quantity of cream. The people you reach through WFIL are the cream of the entire market. The station over which to broadcast your advertising messages is the station which delivers the cream—the richest part.

If you want to make sales increases throughout 1944—habit, sentiment, politics, theory have no justified place in your advertising program. Use the station which is the most progressive in its market ... use the station whose results are the least expensive ... use the station which has the best position on the dial, 560 KC ... use WFIL, the station which covers Philadelphia—not Calcutta!

*Philadelphia's Most Progressive Radio Station*

# WFIL

**A BLUE NETWORK AFFILIATE**

**REPRESENTED NATIONALLY BY THE KATZ AGENCY**

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## H—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Hill Adv. | New York 17 | 250 Park Ave.<br>Plaza 3-7800 | Weston Hill |
| Albert P. Hill Co. | Pittsburgh | 233 Oliver Ave.<br>Grant 3700 | Herbert Gesregan |
| Ivan Hill Adv. Agency | Chicago 11 | Palmolive Bldg.<br>Delaware 1853 | Ivan Hill |
| W. S. Hill Co. | Pittsburgh 22 | 323 Fourth Ave.<br>Court 0240 | Fred E. Bishop |
| Hillman-Shane-Breyer Inc. | Los Angeles 14 | 403 W. Eighth St.<br>Vandike 5111 | Donald A. Breyer<br>Selma Schonfeld |
| Maurice L. Hirsch Adv. | St. Louis | 609 St. Charles St.<br>Central 6830 | Maurice L. Hirsch |
| Hirshon-Garfield | New York 19 | 580 Fifth Ave.<br>Bryant 9-9350 | Bernard L. Zisser |
| | Boston 16 | Park Square Bldg.<br>Liberty 0488 | .............. |
| Hixson-O'Donnell Adv. | Los Angeles 13 | Richfield Bldg.<br>Mutual 8331 | Robert M. Hixson<br>H. D. Walsh |
| | New York 20 | 19 W. 50th St.<br>Circle 5-6590 | L. B. Van Doren |
| B. H. Hockswender Agency | Pittsburgh | Commonwealth Bldg.<br>Atlantic 3389 | B. H. Hockswender<br>E. C. Leibhart |
| Hoelke-Martine Adv. Agency | St. Louis 1 | 722 Chestnut St.<br>Chestnut 9231 | J. T. Flavin |
| William Hoffman & Assoc. | Chicago 11 | 646 N. Michigan Ave.<br>Superior 8518 | E. P. Leader |
| Hoffman & York | Milwaukee 3 | 808 N. Third St.<br>Daly 6510 | Howard L. Peck |
| Hogan Adv. Co. | Kansas City 6 | 1010 Walnut St.<br>Harrison 7464 | J. L. Corless |
| Huber Hoge & Son | New York 21 | 699 Madison Ave.<br>Regent 7-3500 | John Hoge<br>Cecil Hoge |
| Holden, Stedman & Moore, Inc. | Detroit | Donovan Bldg.<br>Cadillac 7810 | D. C. Flint |
| William F. Holland | Cincinnati | Hotel Sinton<br>Main 3450 | William F. Holland<br>Walter Covell |
| Horton-Noyes Co. | Providence 3, R.I. | Industrial Trust Bldg.<br>Dexter 3316 | C. H. Rickard |
| George C. Hoskin Assoc. | Chicago 3 | 210 S. Clark St.<br>Central 4565 | George C. Hoskin |
| | Glendale 3, Cal. | 102 N. Brand<br>Citrus 3-1334 | Harry Willis |
| Houck & Co. Adv. | Roanoke, Va. | 25 W. Church Ave.<br>2-3411 | C. B. Houck<br>Kathryn Ferguson |
| | Richmond, Va. | Life Ins. Co. Bldg.<br>7-4593 | Thelma Crosby |
| James Houlihan Adv. | San Francisco | Monadnock Bldg.<br>Yukon 2486 | James Houlihan |
| E. T. Howard Co. | New York 17 | 40 E. 49th St.<br>Plaza 3-6861 | Alfred Lippmann |
| Edward Howard & Co. | Cleveland | Union Commerce Bldg.<br>Cherry 0494 | Edward Howard |
| Charles W. Hoyt Co. | New York 17 | 551 Fifth Ave.<br>Murray Hill 2-0850 | William P. Smith<br>C. B. Donovan |
| | Hartford, Conn. | 15 Lewis St.<br>Hartford 5-6066 | Frank A. Whipple |
| Hubbell Adv. Agency | Cleveland 15 | 1220 Huron Road<br>Cherry 0212 | Frank Hubbell<br>I. M. Adams<br>Inez Wallace |
| Hudson Adv. Co. | New York 6 | 92 Liberty St.<br>Rector 2-0337 | S. R. Huntley |
| Humbert & Jones | New York 17 | 228 E. 45th St.<br>Murray Hill 2-7570 | K. E. Humbert |
| Christy Humburg Adv. Agency | St. Louis | 520 Beaumont St.<br>Newstead 5195 | Christy Humburg |
| H. B. Humphrey Co. | Boston 16 | Statler Bldg.<br>Liberty 4714 | William H. Eynon |
| | New York | 424 Madison Ave.<br>Plaza 3-8000 | Frank S. Christian |
| Humphrey, [illegible]entke & Assoc. | Cleveland 3 | 8121 Carnegie Ave.<br>Randolph 0474 | Ralph B. Humphrey |
| James F. Hurley Adv. Agency | San Diego 1, Cal. | S. Title & Trust Bldg.<br>Franklin 6551 | James F. Hurley<br>J. Edward Hurley |
| Hutchins Adv. Co. | Rochester 4 | 42 East Ave.<br>Main 3528 | Frank F. Hutchins |
| Hutzler Adv. Agency | Dayton 2 | Third National Bldg.<br>Fulton 4803 | .............. |

## I

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Ideas Associated | Glendale, Cal. | 220 W. Broadway<br>Citrus 26883 | John B. Panushka |
| Industrial Adv. Associates | Chicago 11 | 400 N. Michigan Ave.<br>Delaware 7875 | Milton G. Peterson |
| Ingalls-Miniter Co. | Boston | 137 Newbury St.<br>Commonwealth 5767 | J. Raymond Miniter<br>J. C. Downing |
| William A. Ingoldsby Co. | Los Angeles | I. W. Hellman Bldg.<br>Michigan 4573 | Arthur W. Ingoldsby |
| B. D. Iola Co. | New York 17 | 551 Fifth Ave.<br>Murray Hill 2-6332 | B. D. Iola |
| Ivey & Ellington | Philadelphia 2 | 1400 S. Penn Sq.<br>Locust 7909 | C. R. Palmer<br>Roland van Nostrand |
| | New York 17 | 155 E. 44th St.<br>Murray Hill 3-5680 | T. S. Strong |

## J

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Jaap-Orr Co. | Cincinnati 2 | American Bldg.<br>Cherry 2228 | ............. |
| Jackson & Co. | New York | 22 Worth St.<br>Cortlandt 7-2994 | Paul Jackson<br>John Yeargain |
| Dillard Jacobs Agency | Atlanta | Mortgage Guarantee Bldg.<br>Walnut 3481 | P. W. Smith<br>D. M. Stone |
| Joseph Jacobs Jewish Market Organization | New York | 6 E. 46th St.<br>Murray Hill 2-6995 | Joseph Jacobs |
| M. J. Jacobs Inc. | New York | 303 W. 42nd St.<br>Columbus 5-4219 | M. J. Jacobs |
| Jamesway Inc. | Boston | Park Square Bldg.<br>Hubbard 0766 | Roland D. Mahoney<br>C. E. Callahan Jr. |
| Jasper, Lynch & Fishel | New York 19 | 22 W. 48th St.<br>Wisconsin 7-7215 | Michael Gore |
| W. C. Jeffries Co. | Los Angeles 36 | 165 N. La Brea Ave.<br>Walnut 8824 | Wilbur C. Jeffries |
| Jessop Adv. Co. | Akron 8 | First Central Tower<br>Franklin 3232 | R. Gilbert |
| Jewell Adv. Ag. | Oakland 12 | Tribune Tower<br>Templebar 7260 | Ralph M. Jewell |
| Johnson, Read & Co. | Chicago 4 | 53 W. Jackson Blvd.<br>Wabash 7071 | George H. Read<br>M. B. Sutherby |
| Dana Jones Co. | Los Angeles 14 | 756 S. Broadway<br>Tucker 6131 | Dana H. Jones<br>O. V. Johnson |
| Duane Jones Co. | New York 22 | 570 Lexington Ave.<br>Plaza 3-1240 | Reggie Schuebel<br>Vera Brennen<br>Henry Turnbull |
| John Paul Jones Adv. | Washington 5, D.C. | 917 15th St., N.W.<br>National 2366 | H. R. Daniel |
| Ralph H. Jones Co. | Cincinnati 2 | Carew Tower<br>Main 3351 | C. M. Robertson Jr.<br>Malcolm MacPherson<br>Kathryn M. Hardig |
| | New York 19 | 580 Fifth Ave.<br>Wisconsin 7-5500 | Philip Meek |
| Wylie B. Jones Adv. Agency | Binghamton, N.Y. | Capitol Theatre Bldg.<br>2-6491 | B. W. Heimer |
| Jones & Brakeley | New York 7 | 150 Nassau St.<br>Beekman 3-1981 | Jules Clyde Gerding |
| Richard Jorgensen | San Jose, Cal. | 74 N. First St.<br>Ballard 662 | Richard Jorgensen |
| Joseph Adv. Agency | Cincinnati 2 | 1801 Reading Road<br>Parkway 7850 | J. M. Joseph<br>Eli Cohan |
| am P. Judd Adv. Co. | St. Louis 1 | 615 N. Eleventh St.<br>Chestnut 5888 | James V. Huffman |
| June & Co. | Detroit 2 | New Center Bldg.<br>Trinity 1-7450 | Robert June<br>Lee Thompson |
| Clarence B. Juneau Agencies | Los Angeles 4 | 214 S. Vermont Ave.<br>Drexel 1361 | Clarence B. Juneau |

## K

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Robert Kahn & Assoc. | Chicago 11 | 430 N. Michigan Ave.<br>Delaware 5480 | Ruth Nadel |
| Kal Adv. | Washington 4 | Star Bldg.<br>Metropolitan 0863 | Robert Enders<br>Sylvia Shepherd<br>Rhoda Bandler |
| Charles H. Kaletzki Adv. Agency | Syracuse | University Block<br>2-9271 | Lester I. Perkins |

# *The Best News Service*

## 24 HOURS A DAY TO

# *The Nation's 2nd Market*

**44 News Broadcasts Daily including news on the Hour 24 hours around the clock!**

# W-I-N-D

*Principal Offices and Studios*
*In Gary, war-busy steel-producing center of the World,*
*and in Chicago, the*
*Nation's No. 2*
*Market.*

**5,000 WATTS - 560 KC - FULL TIME**

National Sales Offices
and Studios
230 North Michigan Ave.,
Chicago 1, Illinois

560 KILOCYCLES
W·I·N·D
THE TIP-TOP SPOT ON YOUR DIAL

New York Representative
John E. Pearson Co.,
250 Park Avenue,
New York City 17, N. Y.

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## H—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Hill Adv. | New York 17 | 250 Park Ave.<br>Plaza 3-7800 | Weston Hill |
| Albert P. Hill Co. | Pittsburgh | 233 Oliver Ave.<br>Grant 3700 | Herbert Gesregan |
| Ivan Hill Adv. Agency | Chicago 11 | Palmolive Bldg.<br>Delaware 1853 | Ivan Hill |
| W. S. Hill Co. | Pittsburgh 22 | 323 Fourth Ave.<br>Court 0240 | Fred E. Bishop |
| Hillman-Shane-Breyer Inc. | Los Angeles 14 | 403 W. Eighth St.<br>Vandike 5111 | Donald A. Breyer<br>Selma Schonfeld |
| Maurice L. Hirsch Adv. | St. Louis | 609 St. Charles St.<br>Central 6830 | Maurice L. Hirsch |
| Hirshon-Garfield | New York 19 | 580 Fifth Ave.<br>Bryant 9-9350 | Bernard L. Zisser |
| | Boston 16 | Park Square Bldg.<br>Liberty 0488 | .............. |
| Hixson-O'Donnell Adv. | Los Angeles 13 | Richfield Bldg.<br>Mutual 8331 | Robert M. Hixson<br>H. D. Walsh |
| | New York 20 | 19 W. 50th St.<br>Circle 5-6590 | L. B. Van Doren |
| B. H. Hockswender Agency | Pittsburgh | Commonwealth Bldg.<br>Atlantic 3389 | B. H. Hockswender<br>E. C. Leibhart |
| Hoelke-Martine Adv. Agency | St. Louis 1 | 722 Chestnut St.<br>Chestnut 9231 | J. T. Flavin |
| William Hoffman & Assoc. | Chicago 11 | 646 N. Michigan Ave.<br>Superior 8518 | E. P. Leader |
| Hoffman & York | Milwaukee 3 | 808 N. Third St.<br>Daly 6510 | Howard L. Peck |
| Hogan Adv. Co. | Kansas City 6 | 1010 Walnut St.<br>Harrison 7464 | J. L. Corless |
| Huber Hoge & Son | New York 21 | 699 Madison Ave.<br>Regent 7-3500 | John Hoge<br>Cecil Hoge |
| Holden, Stedman & Moore, Inc. | Detroit | Donovan Bldg.<br>Cadillac 7810 | D. C. Flint |
| William F. Holland | Cincinnati | Hotel Sinton<br>Main 3450 | William F. Holland<br>Walter Covell |
| Horton-Noyes Co. | Providence 3, R.I. | Industrial Trust Bldg.<br>Dexter 3316 | C. H. Rickard |
| George C. Hoskin Assoc. | Chicago 3 | 210 S. Clark St.<br>Central 4565 | George C. Hoskin |
| | Glendale 3, Cal. | 102 N. Brand<br>Citrus 3-1334 | Harry Willis |
| Houck & Co. Adv. | Roanoke, Va. | 25 W. Church Ave.<br>2-3411 | C. B. Houck<br>Kathryn Ferguson |
| | Richmond, Va. | Life Ins. Co. Bldg.<br>7-4593 | Thelma Crosby |
| James Houlihan Adv. | San Francisco | Monadnock Bldg.<br>Yukon 2486 | James Houlihan |
| E. T. Howard Co. | New York 17 | 40 E. 49th St.<br>Plaza 3-6861 | Alfred Lippmann |
| Edward Howard & Co. | Cleveland | Union Commerce Bldg.<br>Cherry 0494 | Edward Howard |
| Charles W. Hoyt Co. | New York 17 | 551 Fifth Ave.<br>Murray Hill 2-0850 | William P. Smith<br>C. B. Donovan |
| | Hartford, Conn. | 15 Lewis St.<br>Hartford 5-6066 | Frank A. Whipple |
| Hubbell Adv. Agency | Cleveland 15 | 1220 Huron Road<br>Cherry 0212 | Frank Hubbell<br>I. M. Adams<br>Inez Wallace |
| Hudson Adv. Co. | New York 6 | 92 Liberty St.<br>Rector 2-0337 | S. R. Huntley |
| Humbert & Jones | New York 17 | 228 E. 45th St.<br>Murray Hill 2-7570 | K. E. Humbert |
| Christy Humburg Adv. Agency | St. Louis | 520 Beaumont St.<br>Newstead 5195 | Christy Humburg |
| H. B. Humphrey Co. | Boston 16 | Statler Bldg.<br>Liberty 4714 | William H. Eynon |
| | New York | 424 Madison Ave.<br>Plaza 3-8000 | Frank S. Christian |
| Humphrey, Prentke & Assoc. | Cleveland 3 | 8121 Carnegie Ave.<br>Randolph 0474 | Ralph B. Humphrey |
| James F. Hurley Adv. Agency | San Diego 1, Cal. | S. Title & Trust Bldg.<br>Franklin 6551 | James F. Hurley<br>J. Edward Hurley |
| Hutchins Adv. Co. | Rochester 4 | 42 East Ave.<br>Main 3528 | Frank F. Hutchins |
| Hutzler Adv. Agency | Dayton 2 | Third National Bldg.<br>Fulton 4803 | .............. |

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| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Ideas Associated | Glendale, Cal. | 220 W. Broadway<br>Citrus 26883 | John B. Panushka |
| Industrial Adv. Associates | Chicago 11 | 400 N. Michigan Ave.<br>Delaware 7875 | Milton G. Peterson |
| Ingalls-Miniter Co. | Boston | 137 Newbury St.<br>Commonwealth 5767 | J. Raymond Miniter<br>J. C. Downing |
| William A. Ingoldsby Co. | Los Angeles | I. W. Hellman Bldg.<br>Michigan 4573 | Arthur W. Ingoldsby |
| B. D. Iola Co. | New York 17 | 551 Fifth Ave.<br>Murray Hill 2-6332 | B. D. Iola |
| Ivey & Ellington | Philadelphia 2 | 1400 S. Penn Sq.<br>Locust 7909 | C. R. Palmer<br>Roland van Nostrand |
| | New York 17 | 155 E. 44th St.<br>Murray Hill 3-5680 | T. S. Strong |

## J

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Jaap-Orr Co. | Cincinnati 2 | American Bldg.<br>Cherry 2228 | .............. |
| Jackson & Co. | New York | 22 Worth St.<br>Cortlandt 7-2994 | Paul Jackson<br>John Yeargain |
| Dillard Jacobs Agency | Atlanta | Mortgage Guarantee Bldg.<br>Walnut 3481 | P. W. Smith<br>D. M. Stone |
| Joseph Jacobs Jewish Market Organization | New York | 6 E. 46th St.<br>Murray Hill 2-6995 | Joseph Jacobs |
| M. J. Jacobs Inc. | New York | 303 W. 42nd St.<br>Columbus 5-4219 | M. J. Jacobs |
| Jamesway Inc. | Boston | Park Square Bldg.<br>Hubbard 0766 | Roland D. Mahoney<br>C. E. Callahan Jr. |
| Jasper, Lynch & Fishel | New York 19 | 22 W. 48th St.<br>Wisconsin 7-7215 | Michael Gore |
| W. C. Jeffries Co. | Los Angeles 36 | 165 N. La Brea Ave.<br>Walnut 8824 | Wilbur C. Jeffries |
| Jessop Adv. Co. | Akron 8 | First Central Tower<br>Franklin 3232 | R. Gilbert |
| Jewell Adv. Ag. | Oakland 12 | Tribune Tower<br>Templebar 7260 | Ralph M. Jewell |
| Johnson, Read & Co. | Chicago 4 | 53 W. Jackson Blvd.<br>Wabash 7071 | George H. Read<br>M. B. Sutherby |
| Dana Jones Co. | Los Angeles 14 | 756 S. Broadway<br>Tucker 6131 | Dana H. Jones<br>O. V. Johnson |
| Duane Jones Co. | New York 22 | 570 Lexington Ave.<br>Plaza 3-1240 | Reggie Schuebel<br>Vera Brennen<br>Henry Turnbull |
| John Paul Jones Adv. | Washington 5, D.C. | 917 15th St., N.W.<br>National 2366 | H. R. Daniel |
| Ralph H. Jones Co. | Cincinnati 2 | Carew Tower<br>Main 3351 | C. M. Robertson Jr.<br>Malcolm MacPherson<br>Kathryn M. Hardig |
| | New York 19 | 580 Fifth Ave.<br>Wisconsin 7-5500 | Philip Meek |
| Wylie B. Jones Adv. Agency | Binghamton, N.Y. | Capitol Theatre Bldg.<br>2-6491 | B. W. Heimer |
| Jones & Brakeley | New York 7 | 150 Nassau St.<br>Beekman 3-1981 | Jules Clyde Gerding |
| Richard Jorgensen | San Jose, Cal. | 74 N. First St.<br>Ballard 662 | Richard Jorgensen |
| Joseph Adv. Agency | Cincinnati 2 | 1801 Reading Road<br>Parkway 7850 | J. M. Joseph<br>Eli Cohan |
| am P. Judd Adv. Co. | St. Louis 1 | 615 N. Eleventh St.<br>Chestnut 5888 | James V. Huffman |
| June & Co. | Detroit 2 | New Center Bldg.<br>Trinity 1-7450 | Robert June<br>Lee Thompson |
| Clarence B. Juneau Agencies | Los Angeles 4 | 214 S. Vermont Ave.<br>Drexel 1361 | Clarence B. Juneau |

## K

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Robert Kahn & Assoc. | Chicago 11 | 430 N. Michigan Ave.<br>Delaware 5480 | Ruth Nadel |
| Kal Adv. | Washington 4 | Star Bldg.<br>Metropolitan 0863 | Robert Enders<br>Sylvia Shepherd<br>Rhoda Bandler |
| Charles H. Kaletzki Adv. Agency | Syracuse | University Block<br>2-9271 | Lester I. Perkins |

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W·I·N·D
THE TIP-TOP SPOT ON YOUR DIAL

National Sales Offices
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230 North Michigan Ave.,
Chicago 1, Illinois

New York Representative
John E. Pearson Co.,
250 Park Avenue,
New York City 17, N. Y.

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## K—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Jerome Kalom Co. | Chicago 11 | 664 N. Michigan Ave.<br>Superior 8464 | Dade B. Epstein<br>M. S. Raymer |
| Kane Adv. Agency | Bloomington, Ill. | 508 N. East St.<br>7349-5 | Wm. H. Kinsall |
| John Karch Adv. Agency | New York 7 | 280 Broadway<br>Barclay 7-1045 | Michael Altomari |
| H. W. Kastor & Sons Adv. Co. | Chicago 1 | 360 N. Michigan Ave.<br>Central 5331 | Benjamin J. Green<br>George T. Duram |
| | New York 20 | 9 Rockefeller Plaza<br>Columbus 5-6135 | Ernest P. Zobian<br>Hal James |
| | St. Louis | 4858 Fountain St.<br>Rosedale 1612 | .............. |
| Joseph Katz Co. | Baltimore 2 | 8 South St.<br>Lexington 1500 | Harold Kaye |
| | New York 22 | 444 Madison Ave.<br>Wickersham 2-2740 | Elizabeth Black |
| Henry J. Kaufman Adv. | Washington 5 | Homer Bldg.<br>District 7400 | Jeffrey A. Abel<br>Edith Gustafson<br>Charles DeLozier |
| | Baltimore | Court Square Bldg.<br>Calvert 4675 | Marx S. Kaufman |
| Tyler Kay Co | Buffalo | 775 Main St.<br>Lafayette 6111 | H. Tyler Kay |
| Kayton-Spiero | New York 18 | 230 W. 41st St.<br>Longacre 5-5090 | Gerald B. Spiero |
| Raymond Keane Adv. Agency | Denver 2 | 1441 Welton St.<br>Cherry 0115 | Ethel N. Keane<br>Louese Glackemeyer<br>Jeane Eissing<br>L. G. White |
| Keeling & Co. | Indianapolis | Chamber of Commerce Bldg.<br>Riley 1478 | Hal R. Keeling<br>Don R. Collins |
| Keelor & Stites Co. | Cincinnati 2 | Carew Tower<br>Parkway 1311 | Sam Malcolm Levy |
| | Dayton, O. | Mutual Home Bldg.<br>Adams 9321 | Earl Doty |
| Keller-Crescent Co. | Evansville 8, Ind. | 22 Riverside Ave.<br>5146 | William A. Joplin |
| Ewing C. Kelly Adv. | Sacramento 14 | Capital Natl. Bank Bldg.<br>3-7363 | Ewing C. Kelly |
| Kelly, Nason Inc. | New York 17 | 247 Park Ave.<br>Plaza 3-5200 | Vincent Galbo |
| Kelly, Zahrndt & Kelly | St. Louis 2 | 111 N. Fourth St.<br>Garfield 0777 | Charles F. Kelly Jr.<br>Walter W. Zahrndt<br>Virgil A. Kelly |
| Clark B. Kelsey Adv. | Chicago 11 | 666 N. Lake Shore Drive<br>Superior 4100 | Clark B. Kelsey |
| M. H. Kelso Co. | Los Angeles 5 | 3445 W. Eighth St.<br>Federal 3557 | Robert J. James |
| Kenyon & Eckhardt | New York 17 | 247 Park Ave.<br>Plaza 3-0700 | Dwight Mills<br>Robert D. Wolfe |
| | Chicago | 135 S. La Salle St.<br>Randolph 6470 | Benjamen Ward |
| C. F. Kern Adv. Co. | Philadelphia | Girard Trust Co. Bldg.<br>Rittenhouse 6422 | C. F. Kern |
| Ketchum, MacLeod & Grove | Pittsburgh 19 | Koppers Bldg.<br>Atlantic 1100 | C. E. Livingston |
| Key Adv. Co. | Cincinnati 2 | Fountain Square Bldg.<br>Main 1164 | William Savage Jr. |
| Frank Kiernan & Co. | New York 7 | 41 Maiden Lane<br>Whitehall 3-0810 | Frank Kiernan<br>J. Russell Kiernan |
| H. M. Kiesewetter Adv. Agency | New York 16 | 9 E. 40th St.<br>Lexington 2-0025 | Samm S. Baker |
| J. B. Kiefer Adv. | Los Angeles 5 | 672 S. Lafayette Park Place<br>Federal 3154 | Jack B. Kiefer |
| Abbott Kimball Co. | New York 17 | 250 Park Ave.<br>Plaza 3-9600 | Bernard J. Pelzer<br>Cecil Hackett |
| Kingshall Adv. Agency | Pasadena, Cal. | 328 N. Lake Ave.<br>Sycamore 3-6533 | Charles E. Sydnor |
| Albert Kircher Co. | Chicago 7 | 1001 West Washington Blvd.<br>Chesapeake 2800 | Russell Girardin |
| Kircher, Lytle, Helton & Collett | Dayton 2 | 321 West First St.<br>Fulton 2151 | Ralf Kircher |
| W. S. Kirkpatrick Adv. Service | Portland, Ore. | American Bank Bldg.<br>Beacon 3109 | W. S. Kirkpatrick<br>Loneta Stokely |

## K—Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Klau-Van Pietersom-Dunlap Associates | Milwaukee 3 | 744 N. Fourth St.<br>Marquette 6780 | R. E. Oakes<br>Lee I. Archer |
| Philip Klein Inc. | Philadelphia | 1910 Rittenhouse Sq.<br>Kingsley 1420 | Walt Green |
| Kleppner Co. | New York 17 | 551 Fifth Ave.<br>Murray Hill 2-0730 | Leon Balsam |
| Klinger Adv. Corp. | New York 19 | 119 W. 57th St.<br>Circle 6-3660 | Atwood A. Klinger<br>Miss E. French |
| Fred C. Knapp & Associates | Cleveland | 1435 Clarence Ave.<br>Boulevard 2646 | Fred G. Knapp |
| Knight & Gilbert | Providence 3 | 42 Pine St.<br>Gaspee 6111 | Arthur L. Dean |
| Knollin Adv. Agency | San Francisco 4 | 111 Sutter St.<br>Sutter 6110 | James C. Knollin |
| | Los Angeles 14 | 1709 W. Eighth St.<br>Drexel 3339 | James C. Knollin |
| M. R. Kopmeyer Co. | Louisville | Realty Bldg.<br>Wabash 2358 | M R. Kopmeyer<br>W. A. Freeman |
| J. M. Korn & Co. | Philadelphia 2 | 1528 Walnut St.<br>Pennypacker 2500 | J. M. Korn |
| Koster Adv. | Washington, D. C. | 1317 F St. N. W.<br>Executive 5515 | Marinus Koster<br>Alex Wolf |
| Merrill Kremer Inc. | Memphis 3 | Exchange Bldg.<br>5-4343 | Homer Gentry |
| Krichbaum Co. | Cleveland | Leader Bldg.<br>Cherry 8070 | Norman G. Krichbaum |
| Arthur Kudner Inc. | New York 20 | 630 Fifth Ave.<br>Circle 6-3200 | Myron P. Kirk<br>Gordon Mills |
| | Detroit | New Center Bldg.<br>Madison 5315 | Robert Copeland |
| | San Francisco | 215 Market St. | Lloyd B. Myers |
| | Washington | Albee Bldg.<br>National 5506 | Frank Getty |
| J. G. Kuester & Assoc. | York, Pa. | 11 W. Market St.<br>7187 | J. G. Kuester |
| R. L. Kulzick Inc. | Madison, Wis. | 113 E. Main St.<br>Gifford 1864 | R. L. Kulzick |
| J. R. Kupsick Adv. | New York 17 | 122 E. 42d St.<br>Murray Hill 5-9145 | Paul Powderly |
| Kuttner & Kuttner | Chicago 11 | 540 N. Michigan Ave.<br>Superior 1877 | C. D. Kuttner |

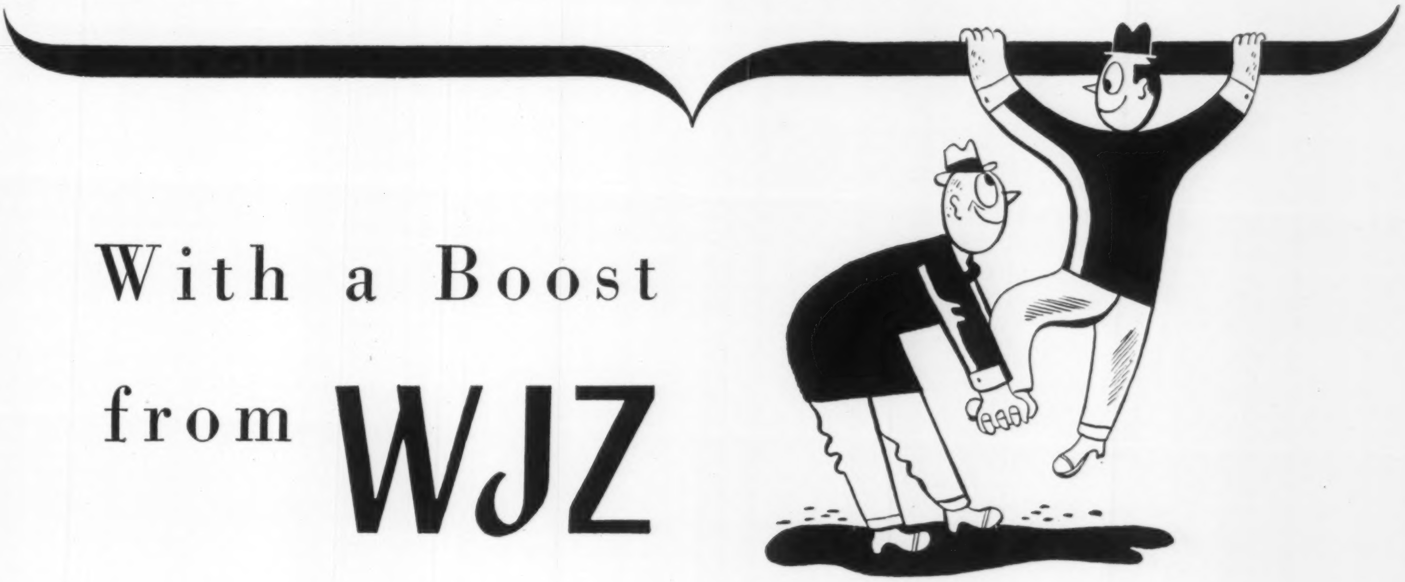
## L

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executive |
|---|---|---|---|
| Thomas J. LaBrum Inc. | Philadelphia | 1520 Locust St.<br>Kingsley 1877 | Thomas J. LaBrum<br>Jerry Gaghan |
| Morton Lachman Adv. Agency | Aberdeen, Wash. | Electric Bldg.<br>Aberdeen 486 | Mort Lachman |
| Lake-Spiro-Shurman | Memphis 3 | Sterick Bldg.<br>5-1571 | Clarke R. Brown |
| James G. Lamb Co. | Philadelphia | Land Title & Trust Bldg.<br>Spruce 7823 | Kennard G. Keen |
| Lambert & Feasley | New York 20 | 9 Rockefeller Plaza<br>Columbus 5-3721 | Martin Horrell |
| Lamport, Fox & Co. | South Bend 5, Ind. | J. M. S. Bldg.<br>3-2161 | C. F. Prell |
| A. B. Landau Inc. | New York 7 | 270 Broadway<br>Rector 2-5241 | Herman Younglieb<br>Paul Berkowitz |
| Landsheft Inc. | Buffalo 2 | Liberty Bank Bldg.<br>Cleveland 7260 | A. W. Landsheft<br>Henry L. Barber |
| Lane-Freiberger Adv. Agency | Denver 2 | Cooper Bldg.<br>Keystone 0487 | Curt Freiberger<br>Bradley Lane<br>Virginia P. Voss |
| Lang, Fisher & Stashower Inc. | Cleveland 15 | 1010 Euclid Ave.<br>Main 6579 | Alvin B. Fisher |
| Lanpher & Schonfarber | Providence, R. I. | 58 Weybosset St.<br>Gaspee 4813 | Lawrence Lanpher<br>E. Doris Armstrong |
| LaPorte & Austin Inc. | New York 17 | 369 Lexington Ave.<br>Murray Hill 3-5884 | F. B. Leedom |
| Lauesen & Salomon Adv. Agency | Chicago 11 | 520 N. Michigan Ave.<br>Superior 0738 | A. M. Salomon<br>Wendell Walker |
| Lavenson Bureau | Philadelphia 7 | 12 South 12th St.<br>Lombard 1158 | Jay Lavenson |

# Get Into This Profitable Sales Bracket . . .

(LIST OF LOCAL AND SPOT ADVERTISERS ON WJZ AS OF DECEMBER 15, 1943)

B. Altman & Company
American Chicle Company
American School
Atlantic Macaroni Company
Beaumont Company
Beech Nut Packing Company
Benrus Watch Company
Bethlehem Steel Company
The Brass Rail, Inc.
Carleton & Hovey Company
Carter Products, Inc.
Colgate-Palmolive-Peet Company
Consolidated Royal Chemical Company
Continental Baking Company
Curtis Publishing Company
John David, Inc.
Drydock Savings Institution
Durkee's Famous Foods
Empire Gold Buying Service
J. C. Eno (US) Limited
Ex Lax, Inc.
Foster-Milburn Company
E. Fougera & Company
I. J. Fox
General Baking Company
General Electric Company
Graham Company, Inc.
Harman Watch Company
International Salt Company
Lever Bros. Company
Luden's, Inc.
Maine Development Commission
Markwell Manufacturing Company, Inc.
Maryland Pharmaceutical Company
Mason Au & Magenheimer Confectionery Mfg. Company
McIlhenny Company
The Mennen Company
Mother Hubbard Company
New York Telephone Company
The Norwich Pharmacal Company
Phillips Packing Company
Piel Bros.
Piso Company
Prince George Hotel
Procter & Gamble Company
Quaker City Chocolate & Confectionery Company
Resinol Chemical Company
Rubsam & Horrmann Brewing Company
S. A. Schonbrunn & Company, Inc.
Select Theaters Corporation
Soy Food Mills, Inc.
Standard Oil Company of N. J.
John F. Trommers Inc.
Vick Chemical Company
Ward Baking Company



# With a Boost from WJZ

Up there, at the top of this page, is a list of WJZ's local and national spot advertisers as of December 15, 1943. The programs which they have sponsored over this—the Key Station of The Blue Network—have helped them get into the profitable sales bracket in that most profitable of all U. S. markets—Greater New York.

With a boost from WJZ, you, too, can move into that paying bracket . . . because WJZ can deliver to you all the plusses which it has been delivering and will continue to deliver to current advertisers . . .

*A Clearer Signal*—because the new transmitter location is now at Lodi, some 23 miles nearer New York.

*A Larger Listening Audience*—because WJZ has been benefiting from all of The Blue's improvements in programming and because WJZ has been doing some forward-looking programming on its own as well.

*So*—why not let WJZ give you a boost into that highly desirable, profitable bracket? We'll be glad to send you more details—or (even better) send a man to talk problems, programs and sales with you.

*The Blue's Key Station*

**WJZ**
**NEW YORK**
50,000 WATTS • 770 K.C.

**Represented by Blue Spot Sales**

## L—(Continued)

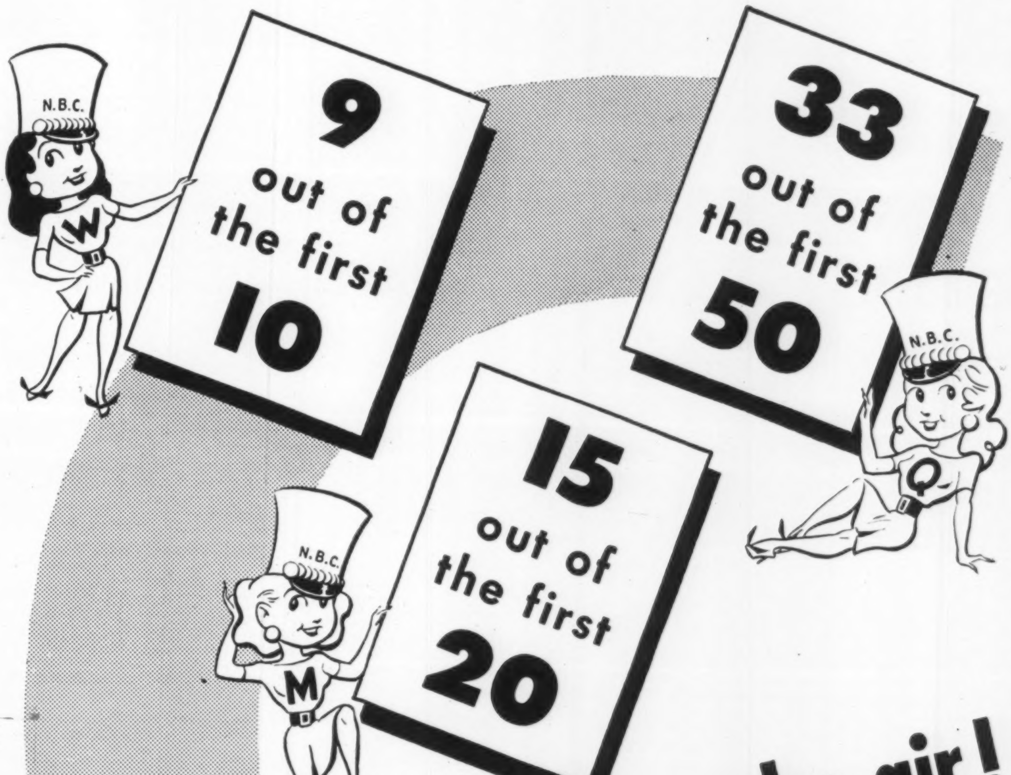
| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Leche & Leche Adv. Co. | Dallas | Texas Bank Bldg.<br>7-1479 | Miles F. Leche<br>Mont Hurst |
| Lee-Stockman Inc. | New York 7 | 30 Vesey St.<br>Rector 2-0350 | W. Arthur Lee<br>Lewis Reid |
| Leeford Adv. Agency | New York 10 | 315 Fourth Ave.<br>Stuyvesant 9-1742 | David D. Lee |
| Gerald T. Le Fever & Associates | Little Rock, Ark. | 322½ Louisiana St.<br>7354 | R. S. Barnes<br>Gerald T. Le Fever |
| Al Paul Lefton Co. | Philadelphia 3 | 1617 Pennsylvania Blvd.<br>Rittenhouse 1500 | Edith Righter<br>H. Benton Gotwals |
|  | Hollywood 28 | 6305 Yucca<br>Hollywood 8148 | Myrtle Hennessy |
|  | Chicago 11 | 435 N. Michigan Ave.<br>Superior 7977 | R. C. Nelson |
|  | New York 17 | 521 Fifth Ave.<br>Vanderbilt 6-4340 | Carl Mark |
| Hart Lehman Adv. | New York 4 | 116 Broad St.<br>Bowling Green 9-9838 | Irwin Wayburn<br>Lewis Winner |
| Leighton & Nelson | Schenectady 5 | 202 State St.<br>6-4202 | George R. Nelson<br>Winslow P. Leighton<br>Cecil Woodland |
| Lennen & Mitchell. | New York 17 | 17 E. 45th St.<br>Murray Hill 2-9170 | S. J. Andrews<br>Travis Wells |
| S. R. Leon Inc. | New York 19 | 1775 Broadway<br>Columbus 5-0020 | Hortense Brandt |
| H. B. LeQuatte Inc. | New York 16 | 200 Madison Ave.<br>Ashland 4-5571 | H. B. LeQuatte |
| Austin C. Lescarboura & Staff | Croton-on-Hudson, N. Y. | .........<br>Croton 444 | Austin C. Lescarboura |
| Lessing Adv. Co. | Des Moines 9 | Walnut Bldg.<br>3-1149 | R. J. Flynn<br>D. L. Dungan |
| Nate Le Vene Adv. Agency | San Francisco | 712 Larkin St.<br>Ordway 0933 | Lloyd F. Chase<br>Edward Scott<br>Roy C. Czerny |
| Ted Levy Adv. Agency | Denver 2 | Temple Court Bldg.<br>Cherry 4521 | Ted Levy<br>Margaret Jongresso<br>Mary Thompson |
| S. A. Levyne Co. | Baltimore 1 | 16 W. Hamilton St.<br>Mulberry 3390 | David Kurlan |
| A. W. Lewin Co. | Newark 2 | 11 Commerce St.<br>Mitchell 2-7244 | A. W. Lewin |
|  | New York 19 | 250 W. 57th St.<br>Circle 7-2535 | Sidney Mathew Weiss |
| Addison Lewis & Assoc. | Minneapolis | Foshay Tower<br>Atlantic 6235 | Addison Lewis |
| Lewis Adv. Agency | Newark, N. J. | 17 Academy St.<br>Mitchell 2-1495 | Milton L. Lewis |
| Lewis Agency Inc. | Washington | Star Bldg.<br>Metropolitan 4638 | G. A. Lewis |
| Lewis & Gilman | Philadelphia 2 | 1528 Walnut St.<br>Pennypacker 0621 | Paul L. Lewis<br>Wesley A. Gilman |
| Lieber Adv. Co. | Chicago 1 | 228 N. LaSalle St.<br>State 1771 | Philip A. Lieber<br>David C. Levine |
| Carr Liggett Adv. | Cleveland | NBC Bldg.<br>Cherry 3435 | E. C. Sheeler |
| Liller, Neal & Battle | Atlanta 3 | Chamber of Commerce Bldg.<br>Jackson 2664-5 | C. K. Liller<br>W. W. Neal |
| Lindsey & Co. | Richmond 19 | Central National Bank Bldg.<br>3-8467 | Dan W. Lindsey<br>J. C. Eanes |
| Little & Co. | Los Angeles 5 | 3757 Wilshire Blvd.<br>Exposition 1267 | Gayb Little<br>Duncan Jennings |
| Livermore & Knight Agency | Providence | 42 Pine St.<br>Gaspee 6111 | Arthur L. Dean<br>Wm. B. Gowdey<br>Herbert W. Gerlach |
|  | Boston | Park Square Bldg.<br>Hubbard 1133 | I. E. Blaine |
| Leon Livingston Adv. Agency | San Francisco 4 | Mills Bldg.<br>Sutter 7340 | Bernice Biederman |
| Livingstone-Porter-Hicks | Detroit 26 | Eaton Tower<br>Randolph 6640 | Patricia Adams |
| Ross Llewellyn | Chicago | 209 S. LaSalle St.<br>State 4366 | Ross Llewellyn<br>Roy Mackenzie |
| Lloyd, Chester & Dillingham | New York 20 | 9 Rockefeller Plaza<br>Circle 5-8800 | John J. Hagan |
| Lockwood-Shackelford Adv. Agency | Los Angeles 14 | 122 E. Seventh St.<br>Trinity 9801 | Russell Lockwood<br>David R. Fenwick |

## L—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Loeb Adv. Agency | Atlanta | Norris Bldg.<br>Main 6935 | Mabel H. Loeb<br>V. A. Pairo |
| Loewy Adv. Agency | New York 7 | 41 Park Row<br>Worth 2-3773 | Arnold Loewy |
| Logan & Arnold | Los Angeles 14 | 621 S. Hope St.<br>Trinity 8194 | Dudley L. Logan<br>Gerald C. Arnold |
|  | New York | 500 Fifth Ave.<br>Pennsylvania 6-8590 | Van Davis |
| Long Adv. Service | San Jose 18 | 19 N. Second St.<br>Ballard 5600 | Alvin Long<br>Gertrude Murphy |
|  | San Francisco | 681 Market St.<br>Garfield 4244 | Mrs. Gertrude Murphy<br>Alvin Long |
| W. E. Long Co. | Chicago 1 | 155 N. Clark St.<br>Randolph 4606 | E. J. Sperry<br>Robert B. Struble |
| Henry A. Loudon Adv. | Boston | Statler Office Bldg.<br>Hubbard 2950 | Henry A. Loudon |
| John W. Loveton Inc. | New York | 475 Fifth Ave.<br>Murray Hill 5-6698 | John Loveton |
| Lucerna Co. | New York 19 | 17 E. 45th St.<br>Murray Hill 2-7267 | Emanuel Goldman |
| Earle Ludgin & Co. | Chicago 1 | 121 W. Wacker Dr.<br>Franklin 1762 | Vincent R. Bliss |
| Lunke-Ryan Adv. | Seattle | Jos. Vance Bldg.<br>Main 7977 | James R. Lunke<br>Howard J. Ryan<br>Tom Jones Parry |
| Lynn-Fieldhouse | Wilkes-Barre, Pa. | 15 S. Franklin<br>2-7182 | W. B. Pritchard |
| Lyon Agency | San Francisco 5 | 116 New Montgomery St.<br>Douglas 3546 | D. E. Lyon |
| S. Duane Lyon Inc. | New York 20 | 9 Rockefeller Plaza<br>Circle 5-8182 | .......... |
| W. D. Lyon Co. | Cedar Rapids | 417 First Ave. S. E.<br>3-0051 | Margaret A. Gilbert |

## M

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Norman S. S. MacAfee | Philadelphia | Drexel Bldg.<br>Lombard 7697 | Norman S. S. MacAfee |
| MacDonald-Cook Co. | South Bend, Ind. | Sherland Bldg.<br>3-8244 | C. A. MacDonald |
|  | Chicago | 230 N. Michigan Ave.<br>........ | A. R. MacDonald |
| Mace Adv. Agency | Peoria 2, Ill. | Lehmann Bldg.<br>7197 | J. J. Keith |
| MacFarland, Aveyard & Co. | Chicago 1 | 333 N. Michigan Ave.<br>Randolph 9360 | Evelyn Stark |
|  | New York 20 | 30 Rockefeller Plaza<br>Circle 6-2890 | A. E. Aveyard<br>Henry Klein |
| W. W. MacGruder | Denver 2 | Midland Savings Bldg.<br>Cherry 0693 | W. W. MacGruder<br>Ruth Torgerson |
| Norman Mack & Co. | New York 18 | 67 W. 44th St.<br>Vanderbilt 6-4943 | Charles Michelson |
| MacKenzie Inc. | Minneapolis 4 | 431 Clifton Ave.<br>Bridgeport 7661 | Lucille MacKenzie |
| John & Adam MacManus | Detroit 2 | Fisher Bldg.<br>Trinity 2-8300 | Elmer W. Froehlich |
| F. V. Magera & Co. | South Bend, Ind. | 1032 W. Indiana Ave.<br>4-4998 | Joseph F. Claro |
| Maggart Adv. Agency | Chicago 1 | 333 N. Michigan Ave.<br>Central 3861 | M. E. Maggart |
| Katherine H. Mahool Adv. | Baltimore 2 | 12 E. Lexington St.<br>Plaza 3617 | Frank Katz |
| Jay H. Maish Co. | Marion, O. | 400 S. Main St.<br>2670 | Jay H. Maish<br>M. K. Pinkerton |
| Major Adv. Agency | St. Louis 1 | 706 Chestnut St.<br>Chestnut 9494 | .......... |
| Malcolm-Howard Adv. Agency | Chicago 4 | 20 E. Jackson Blvd.<br>Webster 2110 | Mauri Cliffer |
| David Malkiel Adv. Agency | Boston 16 | 260 Tremont St.<br>Liberty 1421 | Martin Kadis<br>Harry Weinbaum<br>Harry Lawrence |
| Eugene A. Mannion Adv. Agency | Chicago 1 | 333 N. Michigan Ave.<br>Randolph 8775 | Eugene A. Mannion |
| Mansfield Adv. | San Francisco 4 | Russ Bldg.<br>Garfield 7029 | Hazel H. Mansfield |



# . . . of all programs on the air!

Latest independent surveys place WMAQ programs far out in front. They show that the great majority of all listeners favor the top-flight NBC shows which distinguish this station—shows made possible by America's leading advertisers and agencies and the outstanding talent they have assembled.

This fact should be of vital significance to you if you are interested in reaching the Nation's Second Market—a market which has a potential listening audience of 2,855,700 families who spend over *three and a half billion* dollars a year. When you buy WMAQ time you are placing your radio advertising where it will do the *most good*. A "natural" for local or spot campaigns.

# WMAQ
## CHICAGO

**They all tune to the National Broadcasting Company**

**It's a National Habit**

America's No. 1 Network

NBC

A Service of Radio Corporation of America

## M—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Lloyd Mansfield Co. | Buffalo 2 | 110 Pearl St.<br>Washington 2762 | Lloyd Mansfield |
| Manson-Gold Adv. Agency | Minneapolis 2 | 1004 Marquette Ave.<br>Geneva 9619 | Donald P. Nathanson<br>Jean Hadley |
| Manternach Inc. | Hartford, Conn. | 170 High St.<br>2-2823 | Bill Williams |
| Marschalk & Pratt Co. | New York 17 | 535 Fifth Ave.<br>Vanderbilt 6-2022 | Carlo De Angelo |
| Terrill Belknap Marsh Assoc. | New York 17 | 480 Lexington Ave.<br>Eldorado 5-4570 | T. B. Marsh |
| Harold Marshall Adv. Agency | New York | 565 Fifth Ave.<br>Plaza 3-0404 | Harold Marshall |
| Arthur E. Martin Inc. | Chicago | 328 S. Jefferson<br>Seeley 1133 | Arthur E. Martin |
| Frank Martin Inc. | Detroit 1 | Fox Theatre Bldg.<br>Randolph 6220 | Frank V. Martin |
| Robert E. Martin & Co. | Atlanta | 139 Merritts Ave., NE<br>Atwood 4481 | Mary Slack |
| Gustav Marx Adv. Agency | Milwaukee | 125 E. Wells St.<br>Marquette 0726 | Gustav Marx |
| Chas. A. Mason | Detroit | David Stott Bldg.<br>CA-0421 | Charles A. Mason |
| Mason-Relkin Co. | New York | 67 W. 44th St.<br>Murray Hill 2-4949 | Roger B. Relkin |
| J. M. Mathes Inc. | New York 17 | 122 E. 42d St.<br>Lexington 2-7450 | Wilfred S. King |
| Joseph Maxfield Co. | Providence 3, R.I. | 36 Exchange Place<br>Gaspee 4456 | Joseph M. Finkle |
| Maxon Inc. | Detroit | 2761 E. Jefferson Ave.<br>Fitzroy 5710 | Ed Wilhelm<br>P. R. Pumphrey |
|  | Bridgeport, Conn. | 955 Main St.<br>6-2177 | W. Ray Baker |
|  | Chicago 11 | 919 N. Michigan Ave.<br>Delaware 3536 | L. J. Sholty Sr. |
|  | New York 22 | 570 Lexington Ave.<br>Eldorado 5-2930 | .............. |

Warner Bros.

KFWB

Hollywood, Cal.

Harry Maizlish, Gen. Mgr.
William G. Rambeau Co., Nat'l Rep.

## M—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| May Adv. Inc. | Philadelphia | 106 S. 16th St.<br>Rittenhouse 7642 | Francis McGinnis<br>Bertram May |
| Mayers Co. | Los Angeles 15 | 1240 S. Main St.<br>Prospect 0101 | Dean L. Simmons |
| Chas. H. Mayne Co. | Los Angeles 14 | 1709 W. Eighth St.<br>Drexel 4363 | Chas. H. Mayne<br>Eugene P. Ramsay |
| Mays & Bennett Adv. | Los Angeles 14 | 412 W. Sixth St.<br>Trinity 8534 | Roderick Mays<br>Harry Bennett |
| McCann-Erickson | New York 20 | 50 Rockefeller Plaza<br>Circle 5-7000 | Lloyd Coulter<br>W. Dekker<br>Dorothy B. McCann |
|  | Cleveland 14 | Guardian Bldg.<br>Cherry 3490 | R. T. Hanks |
|  | Chicago 5 | 910 S. Michigan Ave.<br>Webster 3701 | James Shelby |
|  | Detroit 26 | Penobscot Bldg.<br>Randolph 9710 | D. C. Hight |
|  | Minneapolis 1 | Hodgson Bldg.<br>Bridgeport 6801 | Evelyn R. Vanderploeg |
|  | Hollywood 28 | 6331 Hollywood Blvd.<br>Hillside 8268 | August J. Bruhn<br>Russ Johnston |
|  | Los Angeles 13 | 448 S. Hill St.<br>Mutual 1181 | Burt Cochran |
|  | San Francisco 4 | 114 Sansome St.<br>Douglas 5560 | Walter Burke<br>Ruth Kool |
|  | Portland 4, Ore. | Public Service Bldg. | Ralph B. Calkins |
| L. F. McCarthy & Co. | Cincinnati 2 | 704 Race St.<br>Parkway 0368 | Emil Bauer<br>L. F. McCarthy |
| Ray McCarthy Adv. Service | New York 23 | 1841 Broadway<br>Columbus 5-2050 | George J. Webster |
| R. E. McCarthy Adv. | Tampa 1 | Tampa Theatre Bldg.<br>2323 | R. E. McCarthy |
| McCarty Co. | Los Angeles 15 | 1206 S. Maple Ave.<br>Prospect 9132 | Terrell T. McCarty<br>H. E. Cassidy<br>W. W. Mann |
|  | San Francisco 5 | 116 New Montgomery St.<br>Sutter 8224 | W. H. Wilde |
| McCord Co. | Minneapolis 1 | Hodgson Bldg.<br>Bridgeport 1225 | C. F. Baker<br>Irene Erling<br>P. E Harder<br>R. W. Hobbs |
| McCormick-Armstrong Co. | Wichita 1, Kan. | 1501 E. Douglas Ave.<br>4-1364 | Oliver Buswell |
| McCormick Co. | Amarillo, Tex. | 217 E. Seventh Ave.<br>5333 | James L. McCormick<br>Robert McKenzie |
| McDaniel-Fisher & Spelman | Akron 8, O. | First Central Tower<br>Franklin 7108 | W. M. Sexauer |
| McElroy Adv. Agency | Los Angeles 7 | 1489 W. Washington Blvd.<br>Prospect 2047 | Edward J. McElroy |
| McFarland Publicity Service | Harrisburg, Pa. | Crescent and Mulberry Sts.<br>6235 | Mary T. Wachter |
| L. E. McGivena & Co. | New York 22 | 444 Madison Ave.<br>Plaza 3-7422 | Leo E. McGivena |
| McGiveran-Child Co. | Chicago 6 | 400 W. Madison St.<br>State 0225 | M. J. Klee |
| E. J. McGuire Adv. Agency | St. Paul 4 | 2288 University Ave.<br>Nestor 3060 | B. Lyman |
| C. F. McIntyre & Assoc. | Detroit 26 | Free Press Bldg.<br>Cadillac 7212 | Janice Mooney<br>Sam Ecker |
| McJunkin Adv. Co. | Chicago 1 | 228 N. LaSalle St.<br>State 5600 | Gordon Best<br>Hal R. Makelin<br>E. A. Trizil |
| McKee & Albright | Philadelphia | 1400 S. Penn Sq.<br>Locust 4737 | Evelyn R. Walmsley |
|  | Hollywood 28 | 6253 Hollywood Blvd.<br>Hollywood 8363 | Thomas A. McAvity |
|  | New York 20 | RCA Bldg.<br>Columbus 5-2058 | J. A. MacFadden |
| McLain Organization | Philadelphia 7 | 12 S. 12th St.<br>Walnut 1131 | Ralph Sloan |
| R. J. A. McLaughlin & Assoc. | Washington 5, D. C. | Southern Bldg.<br>Republic 1771 | R. J. A. McLaughlin |
| Philip J. Meany Co. | Los Angeles 13 | 816 W. Fifth St.<br>Michigan 3601 | Philip J. Meany<br>Carl K. Tester<br>Wm. R. Mathews |
| Meermans Inc. | Cleveland 14 | NBC Bldg.<br>Cherry 2480 | H. J. Meermans |

## M—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Charles Meissner & Assoc. Inc. | Milwaukee | 176 W. Wisconsin Ave.<br>Marquette 4187 | Charles D. Meissner |
| Meldrum & Fewsmith | Cleveland 15 | Republic Bldg.<br>Cherry 4505 | R. G. Simmons |
| Meneough Adv. Agency | Des Moines 9 | 720 Grand<br>3-6336 | E. M. Meneough<br>Wayne A. Welch<br>Paul Martin<br>Kathleen Hamilton |
| Menken Adv. | New York 16 | 280 Madison Ave.<br>Murray Hill 5-0570 | Anna R. Belman |
| Yale Merrill Co. | Baltimore | Calvert Bldg.<br>Lexington 0607 | Yale Merrill<br>Kay Merrill |
| Merrill Adv. Co. | Cincinnati | 801 E. Third St.<br>Cherry 3145 | M. L. Levinson |
| Metropolitan Adv. Co. | New York 18 | 55 W. 44th St.<br>Murray Hill 2-2220 | Harry D. Adair |
|  | Los Angeles 13 | 355 S. Broadway<br>Michigan 0548 | A. F. Nelson |
| Arthur Meyerhoff & Co. | Chicago 11 | Wrigley Bldg.<br>Delaware 7860 | Nelson A. Shawn<br>Arthur Meyerhoff |
|  | Milwaukee 2 | 759 N. Milwaukee St.<br>Marquette 3144 | George Grabin |
| Michel-Cather | New York 16 | 2 Park Ave.<br>Lexington 2-3192 | Edgar F. Cohen<br>William A. Cather |
| Midland Advertising | Cincinnati 2 | 111 East Fourth St.<br>Main 2112 | B. B. Fischer<br>J. F. Koons |
| Mid-Town Adv. Agency | New York | 143 W. 125th St.<br>Murray Hill 2-0190 | Joseph R. Wortman |
| Midwest Adv. Agency | Rockford, Ill. | City Hall Bldg.<br>Main 1237 | W. A. Pitschke |
| Miller Agency Co. | Toledo 2 | 2144 Madison Ave.<br>Main 6011 | David Heer |
| Allen G. Miller Co. | Grand Rapids, Mich. | 24 Wealthy St.<br>9-3451 | Allen G. Miller |
| C. L Miller Co. | New York 17 | 521 Fifth Ave.<br>Murray Hill 2-1010 | Geo. V. Carhart |
|  | Chicago 1 | 333 N. Michigan Ave.<br>Central 1640 | Irving M. Tuteur |
| Harry M. Miller Inc. | Columbus 15 | 22 E. Gay St.<br>Adams 7243 | Harry Miller |
| John Thomas Miller | New York 1 | 71 W. 35th St.<br>Wisconsin 7-3996 | C. Flynn<br>John T. Miller |
| M. Glen Miller Adv. | Chicago | 8 S. Michigan Ave.<br>Franklin 1310 | M. Glen Miller |
| W. H. Millhaem & Co. | Des Moines 9 | Des Moines Bldg.<br>4-4203 | J. A. McCulla<br>W. H. Millhaem |
| Ray Mills Adv. Agency | Auburn, Me. | 108 Court St.<br>190 | Ray Mills |
| Milne & Co. | Seattle | Alaska Bldg.<br>Main 2136 | R. P. Milne<br>Jas. K. Heffernan |
| Mindlin Adv. Agency | Kansas City | 21 W. Tenth St.<br>Victor 1950 | David Mindlin |
| Dan B. Miner Co. | Los Angeles 15 | Chamber of Commerce Bldg.<br>Richmond 3101 | Wallace B. Ramsay<br>Jack Morse<br>Pete Steyskal<br>Humphry Bourne |
| Mitchell Adv. Agency | Minneapolis 2 | Essex Bldg.<br>Main 5387 | J. H. Mitchell<br>C. C. Iverson |
| Mitchell-Faust Adv. Co. | Chicago 1 | 230 N. Michigan Ave.<br>State 6610 | Dorothy L. Parsons<br>Hildred Sanders |
| Mithoff & White | El Paso, Tex. | Martin Bldg.<br>Main 4500 | Dan T. White Jr. |
| Modern Merchandising Bureau | New York 18 | 67 W. 44th St.<br>Murray Hill 2-4949 | Sol Waldman |
| Arthur R. Mogge Inc. | Chicago 1 | 307 N. Michigan Ave.<br>State 2908 | Albert Swanson |
|  | St. Louis | Arcade Bldg.<br>Central 4123 | E. E. Kromnacker |
| Emil Mogul Co. | New York 19 | 250 W. 57th St.<br>Columbus 5-2482 | Emil Mogul<br>Alfred Paul Berger |
| George Moll Adv. Co. | Philadelphia | Ninth Bank & Trust Bldg.<br>Regent 9100 | George Moll |
| Howard H. Monk & Assoc. | Rockford, Ill. | Brown Bldg.<br>Main 2020 | Howard H. Monk |
| Byron G. Moon Co. | New York 13 | 401 Broadway<br>Canal 6-3940 | W. W. Breslin |
| H. L. Moore Co. | Boston | Statler Bldg.<br>Liberty 7048 | Harry L. Moore |
| Ralph Moore Inc. | St. Louis | 208 N. Broadway<br>Chestnut 8727 | .............. |
| Moore & Hamm | New York 17 | 18 E. 48th St.<br>Plaza 3-2385 | Charles C. Moore |

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# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## M—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Chester C. Moreland Co. | Cincinnati | Times-Star Bldg.<br>Parkway 1178 | B. L. Schurman |
| Morgan Adv. Co. | Mansfield, O. | 3d & Diamond Sts.<br>Mansfield 4414 | .............. |
| Raymond R. Morgan Co. | Hollywood 28 | 6362 Hollywood Blvd.<br>Hempstead 4194 | Raymond R. Morgan<br>Richard E. Messer |
| R. A. Moritz Adv. Co. | Davenport, Ia. | Kahl Bldg.<br>2-3181 | R. A. Moritz<br>Hazel Hurley |
| H. C. Morris & Co. | New York 17 | 420 Lexington Ave.<br>Lexington 2-8650 | H. C. Morris<br>Mildred J. Grad |
| Hoyt Evans Morris | Detroit | Barlum Tower | H. E. Morris |
| Morris & Davidson Adv. | Chicago | 430 N. Michigan Ave.<br>Superior 3933 | Sylvia Lesko<br>Carl T. Morris |
| Morrison Adv. Agency | Milwaukee 3 | 1324 W. Wisconsin Ave.<br>Marquette 5372 | Marie M. Murray |
| Morse International | New York 17 | 122 E. 42d St.<br>Lexington 2-6727 | Richard Nicholls<br>Chester Slaybaugh |
| Moselle Adv. Agency | New York 1 | 276 Fifth Ave.<br>Murray Hill 4-6736 | Rose Moselle<br>Max Kessler<br>Henry Eisen |
| Moser & Cotins | Utica, N. Y. | 10 Hopper St.<br>4-6141 | T. E. Moser<br>A. S. Cotins<br>J. N. Brown |
| Moser & Cotins New York City Corp. | New York 17 | Graybar Bldg.<br>Murray Hill 3-9140 | H. L. Hicks |
| Moss Associates | New York 17 | 415 Lexington Ave.<br>Vanderbilt 6-1828 | Joseph Moss |
| Moss-Chase Co. | Buffalo 2 | 425 Franklin St.<br>Grant 8614 | E. J. Felt |
| C. Wendel Muench & Co. | Chicago 11 | 520 N. Michigan Ave.<br>Whitehall 7717 | Charles T. Kerrigan<br>C. Wendel Muench |
| Muir & Co. | New York 20 | 9 Rockefeller Plaza<br>Circle 7-6641 | J. Edgar Pool Jr. |
|  | Boston | 20 Providence St. | .............. |

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WDMJ—MARQUETTE
WDBC—ESCANABA
WHDF—CALUMET

## M—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| H. C. Mulberger Inc. | Milwaukee 2 | 411 E. Mason St.<br>Daly 4090 | Carl A. Toepfer |
| C. N. Mullican Co. | Louisville | Realty Bldg.<br>Jackson 5834 | C. N. Mullican |
| Mumm, Romer, Robbins & Pearson | Columbus, O. | 33 N. Grant Ave.<br>Main 1385 | H. J. Nichols<br>L. J. Sullivan |
| John F. Murray Adv. Agency | New York 17 | 41 E. 42d St.<br>Murray Hill 6-3570 | William H. Wulffleff |
| Irvin Myerson Agency | Chicago 6 | 330 S. Wells St.<br>Harrison 6828 | Irvin P. Myerson |

## N

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Nachman-Rhodes | Augusta, Ga. | Marion Bldg.<br>2-6451 | Herbert Nachman |
| George C. Nagel | St. Louis 2 | Cotton Belt Bldg.<br>Chestnut 4064 | George C. Nagel |
| Frank C. Nahser Inc. | Chicago 11 | 919 N. Michigan Ave.<br>Whitehall 4420 | Frank C. Nahser |
| Nascon & Bourne | New York 17 | 60 E. 42d St.<br>Vanderbilt 6-1423 | Severin Bourne |
| Wesley K. Nash Co. | St. Louis | Mart Bldg.<br>Chestnut 4155 | Dick Kunish |
| National Export Adv. Service | New York 17 | 405 Lexington Ave.<br>Murray Hill 9-6835 | Lucille Girona |
| Needham & Grohmann | New York 20 | 630 Fifth Ave.<br>Circle 5-6200 | H. Victor Grohmann<br>Kathryn Intemann |
| Needham, Louis & Brorby | Chicago 3 | 135 S. LaSalle St.<br>State 5151 | John J. Louis<br>O. R. Stavelman |
|  | Hollywood 28 | 1680 N. Vine St.<br>Granit 7186 | Cecil Underwood |
| Neff-Rogow | New York 20 | 30 Rockefeller Plaza<br>Circle 7-4231 | William Rogow<br>Walter J. Neff |
| Nelson Adv. Service | Los Angeles 13 | 355 S. Broadway<br>Michigan 0548 | A. F. Nelson |
| Nesbitt Service Co. | Cleveland 15 | Hanna Bldg.<br>Cherry 4804 | K. A. Nesbitt<br>M. R. Murphy |
| Newby, Peron & Flitcraft | Chicago 5 | 59 E. Van Buren St.<br>Harrison 9494 | A. Herbert Peron<br>A. Wesley Newby |
| Newell-Emmett Co. | New York 16 | 40 E. 34th St.<br>Ashland 4-4900 | William Reydel<br>Blayne R. Butcher |
| Theodore A. Newhoff Adv. Agency | Baltimore 2 | Court Square Bldg.<br>Lexington 7155 | T. A. Newhoff |
| N. J. Newman Adv. Agency | Los Angeles 14 | 724 S. Flower St.<br>Trinity 7664 | N. J. Newman |
| Newmarks Adv. Agency | New York 11 | 217 Seventh Ave.<br>Watkins 9-7070 | Samuel S. Zipser<br>A. Chernok |
| Robert S. Nichols Agency | Seattle | Lloyd Bldg.<br>Elliott 7417 | Robert S. Nichols<br>Robert Hillis<br>Evelyn Marble |
| Kelso Norman Organization | San Francisco 3 | 703 Market St.<br>Douglas 2848 | Kelso Norman |
| Northeasfern Adv. Agency | Lynn, Mass. | 5 Cleveland St.<br>2-8502 | Rae E. Renehan |
| Northwest Radio Adv. Corp. | Seattle 4 | American Bank Bldg.<br>Elliott 5488 | Edwin A. Kraft<br>W. L. Paul |
| Norton Adv. Service | Niagara Falls, N. Y. | 615 Orchard Parkway<br>2-3508 | M. Bradley Norton |
| Earl C. Noyes Adv. Agency | Rutland, Vt. | 129 State St.<br>56 | Al. Taylor<br>F. S. Webster<br>George Tousignant |

## O

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| W. W. O'Brien Adv. Agency | Rochester 4 | Burke Bldg.<br>Stone 4840 | W. W. O'Brien |
| O'Callaghan Adv. Agency | Memphis | U. P. Natl. Bank Bldg.<br>8-4212 | Getz Crenshaw |
| O'Connell Co. | New York 17 | 420 Madison Ave.<br>Plaza 3-5412 | R. T. O'Connell |
| John W. Odlin Co. | Worcester, Mass. | 44 Portland St.<br>5-1023 | John W. Odlin |
| Ogden Adv. | Kalamazoo | 1526 Evanston Ave.<br>3-5861 | M. Dale Ogden |
| Ohio Adv. Agency | Cleveland 15 | 1740 E. 12th St.<br>Prospect 7177 | Dorothy Davis<br>Pat Fenster |

## O—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| P. F. O'Keefe Adv. Agency | Boston 8 | 199 Washington St.<br>Capitol 6698 | W. C. Sampson |
| Olian Adv. Co. | St. Louis 1 | Ambassador Bldg.<br>Central 8380 | Virginia Loeb<br>Irwin A. Olian<br>Marie Vance |
| Olmsted & Foley | Minneapolis 4 | 1200 Second Ave. So.<br>Atlantic 0202 | .............. |
| O'Malley Adv. & Selling Co. | Boston 8 | 44 School St.<br>Capitol 0060 | Louis J. O'Malley<br>D. E. McCarren<br>Bradford L. Howe |
| O'Neil, Larson & McMahon Adv. | Chicago 1 | 230 N. Michigan Ave.<br>Franklin 6067 | Nelson J. McMahon<br>Harry O'Neil<br>Edward Larson |
| E. A. Oppenheim Co. | Detroit 26 | Michigan Bldg.<br>Cadillac 6765 | E. A. Oppenheim<br>M. McCracken |
| Russell P. Ostrander Adv. | Los Angeles | 443 S San Pedro St.<br>Mutual 1692 | Russell P. Ostrander |
| Owen-Carr Assoc. | New York | 122 E. 42d St.<br>Lexington 2-2992 | Eleanor Coskey |
| Merritt Owens Adv. Agency | Kansas City 12, Kan. | 6th and Minnesota<br>Drexel 7250 | Merritt Owens |

## P

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Pacific Adv. Staff | Oakland 12, Cal. | 414 13th St.<br>Templebar 2885 | Helen Augsburg |
| Pacific Natl. Adv. Agency | Seattle | 605 Union St.<br>Elliott 4884 | Marjorie McPherson |
| | Portland 4, Ore. | Spalding Bldg.<br>Atwater 4339 | Ruth S. Foland |
| Paris & Peart | New York 17 | 370 Lexington Ave.<br>Caledonia 5-9840 | Anthony de Pierro |
| Park City Adv. Agency | Bridgeport, Conn. | 252 Middle St.<br>5-8133 | Walter L. Hollander |
| Parker-Allston Assoc. | New York 7 | 116 John St.<br>Rector 2-6514 | Raymond D. Parker |
| Amos Parrish & Co. | New York 18 | 500 Fifth Ave.<br>Pennsylvania 6-6190 | David T. Levine |
| Harry J. Patz Co. | Baltimore | Munsey Bldg.<br>Calvert 3887 | Harry J. Patz |
| Paulson-Gerlach & Assoc. | Milwaukee 3 | 606 Wisconsin Ave.<br>Marquette 6877 | B. J. Paulson<br>A. J. Gerlach<br>E. J. Schickel |
| Paxson Advertising | Benton Harbor, Mich. | Fidelity Bldg.<br>8071 | Howard H. Paxson<br>Ken L. Johnson |
| Payne Adv. Agency | San Antonio | Smith-Young Tower<br>Garfield 6371 | J. B. Payne |
| Hancock Payne Adv. Org. | Philadelphia 6 | Public Ledger Bldg.<br>Lombard 2405 | Charles D. Ledyard<br>W. Hancock Payne |
| W. Montague Pearsall | New York 7 | 30 Vesey St.<br>Cortlandt 7-3700 | W. Montague Pearsall |
| Peck Adv. Agency | New York 17 | 400 Madison Ave.<br>Plaza 3-0900 | Arthur Sinsheimer |
| Pedlar, Ryan & Lusk Inc. | New York 17 | 250 Park Ave.<br>Plaza 5-1500 | Lawrence L. Shenfield<br>E. G. Sisson Jr. |
| Perrin-Paus Co. | Chicago 3 | 8 S. Michigan Ave.<br>Central 7971 | D. L. Paus<br>E. R. Perrin |
| Perry-Brown | Cincinnati | 15 E. 8th St.<br>Cherry 3181 | Paul S. Perry |
| Peterson & Kempner | New York 1 | 421 Seventh Ave.<br>Longacre 3-2743 | Roger N. Peterson |
| Pettingell & Fenton | New York 22 | 247 Park Ave.<br>Plaza 5-1880 | Fleur Fenton<br>Atherton Pettingell |
| Charles J. Pettinger Co. | Indianapolis | State Life Bldg.<br>Main 9597 | Robert W. Gwin<br>C. J. Pettinger |
| Harold Pettus Adv. | Corpus Christi, Tex. | Jones Bldg.<br>2-5621 | Harold Pettus |
| Stanley Pflaum Assoc. | Chicago 11 | 737 N. Michigan Ave.<br>Delaware 2722 | Stanley F. Pflaum<br>Berne Ablew |
| Harry C. Phibbs Adv. Co. | Chicago 11 | 43 E. Ohio St.<br>Superior 9677 | Harry C. Phibbs |
| Phillips Co. | San Diego, Cal. | National Bank Bldg.<br>Franklin 2122 | W. L. Phillips |
| Picard Adv. | New York 19 | 250 W. 57th St.<br>Columbus 5-4121 | Richard A. Picard |
| Piedmont Adv. Agency | New York 17 | 551 Fifth Ave.<br>Murray Hill 2-0323 | Alfred J. Simon |
| Pierce Adv. Agency | Fargo, N. D. | 1019 First Avenue N.<br>5586 | E. A. Green |
| Casper Pinsker Adv. Agency | New York 7 | 150 Nassau St.<br>Beekman 3-2542 | Lester Wunderman |

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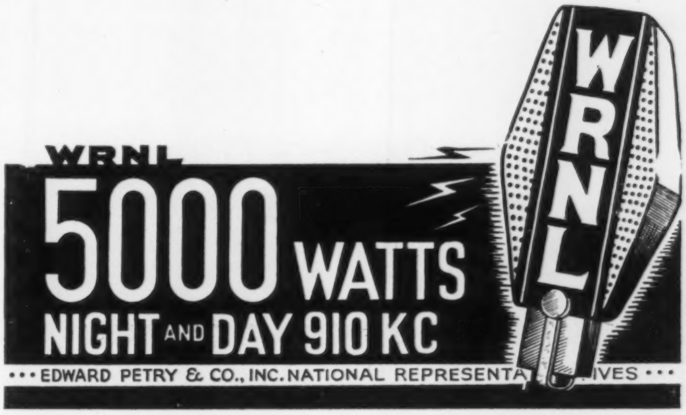
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## P—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Pitluk Adv. Co. | San Antonio | Alamo National Bldg.<br>Garfield 7268 | J. N. Pitluk |
| Platt-Forbes | New York 16 | 386 Fourth Ave.<br>Caledonia 5-4440 | T. F. Cosgrove<br>W. S. Walker |
| Julian G. Pollock Co. | Philadelphia 3 | 1717 Sansom St.<br>Locust 1686 | Al Caplan |
| Pollyea Adv. | Terre Haute, Ind. | 670 Cherry St.<br>Crawford 6707 | Wm. Polje<br>Carl W. Geiger<br>Edith Kruzan |
| Pondrom & Collins | Dallas 2 | Wholesale Merchants Bldg.<br>Riverside 6381 | Sam Pondrom<br>Hal Horton<br>Carr Collins |
| Posner Adv. Agency | New York 17 | 8 E. 41st St.<br>Lexington 2-3878 | Jack Posner<br>A. G. Holtzman |
| R. J. Potts-Calkins & Holden | Kansas City 8 | 215 W. Pershing Rd.<br>Victor 4433 | R. J. Potts<br>J. B. Woodbury<br>Frank F. B. Houston (on leave, U.S. Army)<br>C. C. Tucker<br>E. A. Warner<br>C. L. Robinson |
| | Des Moines | 218 Sixth Ave.<br>4-8002 | W. B. Hill |
| Potts-Turnbull Adv. Co. | Kansas City 6 | 912 Baltimore Ave.<br>Victor 9400 | George F. MaGill<br>Blair MacPhail<br>Alene Hoyt |
| Edward M. Power Co. | Pittsburgh 22 | Granite Bldg.<br>Atlantic 0827 | Edward M. Power Jr.<br>G. E. Eisenhauer |
| John O. Powers Co. | New York 17 | 220 E. 42d St.<br>Murray Hill 2-8766 | Robert W. Powers |
| F. W. Prelle Co. | Hartford, Conn. | 983 Main St.<br>7-1117 | L. R. Schoenfeld |
| Presba, Fellers & Presba | Chicago 1 | 360 N. Michigan Ave.<br>Central 7683 | B. S. Presba<br>W. B. Presba<br>Marquis Smith |
| J. G. Proctor Co. | New York 17 | 250 Park Ave.<br>Plaza 3-5252 | J. G. Proctor |
| Richard Prosser | San Francisco 3 | De Young Bldg.<br>Sutter 6120 | Richard Prosser |
| Purse Co. | Chattanooga 2 | 435 Chestnut St.<br>7-1264 | H. O. Henricksen |

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| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| John W. Queen | Boston | 5 Park Square<br>Hancock 2810 | John W. Queen<br>Alice E. Potter<br>D. Banne |
| | Portland, Me. | Hotel Falmouth | Daniel Hoegg |

## R

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Radcliffe-Scott & Assoc. | Little Rock, Ark. | Union Life Bldg.<br>2-2539 | R. T. Scott<br>Al Pollard |
| Radio Adv. Co. | Buffalo | Erie County Bank Bldg.<br>Washington 2714 | Robert P. Mendelson<br>Anajeanne Brady |
| Sayre M. Ramsdell Assoc. | Philadelphia 40 | 3701 N. Broad St.<br>Radcliff 1900 | Albert E. Langley |
| L. W. Ramsey Co. | Chicago 1 | 230 N. Michigan Ave.<br>Franklin 8155 | F. L. Eason<br>L. H. Copeland |
| | Davenport, Ia. | 111 East Third St.<br>3-1889 | E. G. Naeckel<br>W. J. Henderson |
| | Fort Wayne, Ind. | 406 E. Superior St.<br>Anthony 9396 | Frank Dunigan |
| Randall Co. | Hartford 3, Conn. | 75 Pearl St.<br>7-2828 | Olive Montgomery |
| Fred M. Randall Co. | Detroit 26 | Book Tower<br>Cadillac 4662 | C. E. Foerster |
| William H. Rankin Co. | New York 17 | 101 W. 55th St.<br>Circle 7-4914 | William H. Rankin |
| Ratcliffe Adv. Agency | Dallas 1 | Mercantile Bldg.<br>Central 8035 | Dorothy P. Neal |
| Victor M. Ratner | New York | 515 Madison Ave.<br>Eldorado 5-3670 | Victor M. Ratner |
| Charles A. Rawson & Assoc. | Atlanta 3 | 223 Peachtree St.<br>Walnut 3594 | Charles A. Rawson<br>Helen Bullard |
| Ray-Hirsch Co. | New York 17 | 7 E. 42d St.<br>Murray Hill 2-1412 | Murray Hirsch |
| Charles Dallas Reach Adv. | Newark 2 | 58 Park Place<br>Market 3-5100 | Col. E. C. Stover Jr.<br>Richard N. Gulick |
| Realservice Adv. Agency | New York 1 | 110 W. 34th St.<br>Pennsylvania 6-4411 | J. T. Hanft |
| Redfield-Johnstone | New York 17 | 420 Madison Ave.<br>Plaza 3-6120 | L. L. Redfield |
| Redmond Co. | Boston | 38 Newbury St.<br>Kenmore 8766 | C. A. Dana Redmond<br>D. L. Bassett |
| Knox Reeves Adv. | Minneapolis | 1st Natl. Bank Bldg.<br>Bridgeport 7701 | Lloyd Griffin<br>Dr. A. R. Raub<br>Russell Neff |
| | San Francisco 5 | 625 Market St.<br>Sutter 6744 | R. W. Stafford |
| | New York 17 | 122 E. 42d St.<br>Murray Hill 4-3982 | .............. |
| J. M. Reilly Co. | Boston | 10 High St.<br>Liberty 3660 | A. S. Reilly |
| Reincke-Ellis-Younggreen & Finn | Chicago 11 | 520 N. Michigan Ave.<br>Whitehall 7440 | Hugo Vogel |
| Emil Reinhardt Agency | Oakland, Cal. | 1736 Franklin St.<br>Templebar 2408 | Emil Reinhardt<br>Dave Lane |
| Reiss Adv. | New York 19 | 221 W. 57th St.<br>Columbus 5-7733 | Joseph Reiss |
| William B. Remington Inc. | Springfield 3, Mass. | 196 Worthington St.<br>2-2135 | H. F. King |
| Remsen Adv. Agency | New Haven 3, Conn. | 246 Meadow St.<br>8-1181 | John R. Demarest |
| Renfro Valley Enterprises | Mt. Vernon, Ky. | ............ | John Lair |
| Resnick-Miller-England | New Haven, Conn. | 152 Temple St.<br>7-0241 | Harry D. Resnik<br>Harvey N. Ladin<br>Ellen Simmons |
| | Hartford, Conn. | 75 Pratt St.<br>2-9987 | Harry D. Resnik |
| | Worcester, Mass. | 77 Summerhill Ave.<br>6-0223 | Isabel Whitaker |
| | Providence, R. I. | 232 Tabor Ave.<br>Plantation 6784 | Frank Jones |
| Rhoades & Davis Adv. | San Francisco 3 | De Young Bldg.<br>Exbrook 6468 | Robert O. Davis |
| C. E. Rickerd Inc. | Detroit | 5462 Second Ave.<br>Temple 1-3636 | C. E. Rickerd |

## R—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Ridgway Co. | St. Louis 3 | 1901 Locust St.<br>Chestnut 6949 | Norman Lewis<br>M. E. Tobias<br>Edward A. Sprague<br>A. Maescher Jr. |
| R. C. Riebel Adv. Agency | Louisville | Bankers Trust Bldg.<br>Wabash 2760 | R. C. Riebel |
| Allen Rieselbach Adv. Agency | Milwaukee | 828 N. Broadway<br>Marquette 4242 | Ward A. Zimmer |
| M. A. Ring Adv. Agency | Chicago 6 | 316 Randolph St.<br>Franklin 8148 | Booth Luck |
| Lee Ringer Adv. | Los Angeles 5 | 3923 W. Sixth St.<br>Drexel 8131 | Thelma Ringer |
| John H. Riordan Co. | Los Angeles 13 | 816 W. Fifth St.<br>Michigan 8296 | John H. Riordan<br>T. J. Hosinski |
| Philip Ritter Co. | New York 17 | 511 Fifth Ave.<br>Murray Hill 2-3393 | Philip Ritter Jr. |
| Dan Rivkin | Philadelphia | 220 S. 16th St.<br>Pennypacker 5766 | Dan Rivkin |
| Richard T. Robb & Associates | Chicago | 28 E. Jackson Blvd.<br>Wabash 8670 | R. T. Robb |
| S. E. Roberts | Philadelphia | Lincoln-Liberty Bldg.<br>Rittenhouse 6171 | S. E. Roberts |
| Roberts & Reimers | New York 17 | 551 Fifth Ave.<br>Murray Hill 2-3175 | Leon Kelley |
| Robertson Adv. | Denver | U. S Natl. Bank Bldg.<br>Keystone 4657 | Mary Robertson |
| Elwood J. Robinson Adv. | Los Angeles 13 | 541 S Spring St.<br>Mutual 1142 | Melvin A. Jensen |
| Edward W. Robotham & Co. | Hartford, Conn. | 74 Union Place<br>7-9247 | Edward W. Robotham |
| Roche, Williams & Cunnyngham | Chicago 4 | 310 S. Michigan Ave.<br>Harrison 8490 | N. J. Cavanagh |
|  | New York 17 | 400 Madison Ave.<br>Plaza 3-7444 | Harold Kemp<br>Richard Porter |
|  | Philadelphia | 225 S. 15th St.<br>Pennypacker 2766 | Guy C. Pierce |
| Irving Rocklin & Assoc. | Chicago | 155 N. Clark St.<br>Randolph 2325 | Irving Rocklin |
| Herbert Rogers Co. | Dallas 2 | Wholesale Merchants Bldg.<br>Riverside 9268 | Herbert A. Rogers<br>Harry McMains<br>Mary Stewart |
| Rogers-Gano Adv. Agency of Texas | Houston 2 | First Natl. Bank Bldg.<br>Fairfax 6301 | Dale C. Rogers Jr. |
| Rogers, Gano & Bachrodt | Chicago 1 | 75 E. Wacker Drive<br>Franklin 4883 | J. C. Bachrodt |
|  | Tulsa, Okla. | Natl Bank of Tulsa Bldg.<br>2-2222 | R. C. Gano |
| Rogers & Smith Adv. | Chicago 6 | 20 N. Wacker Drive<br>Dearborn 0021 | Roland R. Blair |
| Rogers & Smith | Dallas | Wholesale Merchants Bldg<br>7-1477 | Howard N. Smith<br>Connie Joan Connor |
| Romer Adv. Service | Washington 5, D. C. | Woodward Bldg.<br>District 7161 | R. F. Chamberlain<br>Howard Wilcox |
| Root-Mandabach Adv. Agency | Chicago 11 | 646 N. Michigan Ave.<br>Superior 8247 | Perrin B. Root |
| Charles Edson Rose Co. | Chicago 11 | 43 E. Ohio St.<br>Superior 3486 | William Perry |
| Rose-Martin | New York 19 | 21 W. 46th St.<br>Bryant 9-4621 | Alvin H. Kaplan |
| Wm. Ganson Rose Inc. | Cleveland 14 | Williamson Bldg.<br>Prospect 6171 | William Ganson Rose |
| Arthur Rosenberg Co. | New York 18 | 570 Seventh Ave.<br>Chickering 4-4420 | Arthur Rosenberg |
| W. B. Ross & Associates | Los Angeles 7 | 1909 S. Estrella Ave.<br>Prospect 8600 | W. B. Ross |
| Ross-Gould Co. | St. Louis 1 | 309 N. 10th St.<br>Central 1646 | Herbert M. Ross |
| Rossi & Hirshson | New Bedford, Mass. | 106 Middle St.<br>2-4417 | William Rossi<br>M. F. Smith |
| Roth, Schenker & Bernhard | Chicago 11 | 737 N. Michigan Ave.<br>Whitehall 6030 | Sydney Roth<br>Robert Roth |
| Eugene F. Rouse & Co. | Los Angeles 13 | 816 W. Fifth St.<br>Michigan 7384 | Eugene F. Rouse |
| Ross Roy Inc. | Detroit 7 | 2751 E. Jefferson Ave.<br>Fitzroy 3900 | Ross Roy<br>H. F. Roy |
| Rozene Adv. Co. | Bridgeport 3, Conn. | 59 Cannon St.<br>6-1176 | Jack Rozene<br>Gertrude Cohen |
| Theodore Rozzell Adv. Agency | Clovis, N. M. | 1321 Axtell St.<br>749-J | Theodore Rozzell |
| Walter L. Rubens & Co. | Chicago 11 | 410 N. Michigan Ave.<br>Superior 8436 | Warren O. Seelye<br>Miss Helen Shanesy |

There's a new meaning to
"Bustle" in Beaumont today

From Beaumont's gigantic shipyards to its great rice mills . . . from this city's huge iron works to its even greater refineries and synthetic rubber plants, come the comforting sounds of a nation forging the sword of Victory. Truly, Beaumont—the fast-beating heart of the wealthy Sabine area of Texas — is bustling with activity as never before.

Since the present war began, the Sabine area has been the Mecca for many new industries and many tens of thousands of new workers. Now, more than 250,000 busy people with well-filled pockets make Beaumont their shopping center. And according to Hooper, the station to which most people in the Sabine area tune their radios is KFDM. All the facts—on the rich Sabine area, on KFDM's dominance and on choice availabilities and desirable rates—will be supplied gladly.

REPRESENTED BY HOWARD H. WILSON COMPANY

KFDM
BEAUMONT, TEXAS
BLUE NETWORK, 560 K.C., 1,000 WATTS
MEANS BUSINESS

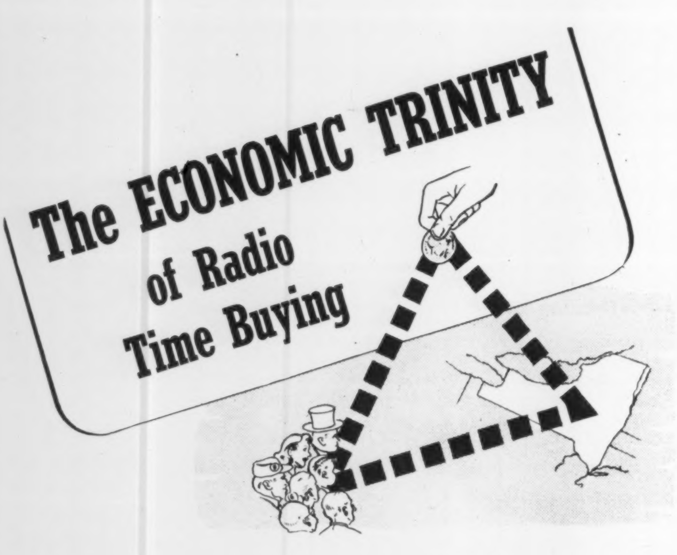
SERVING THE
**MAGNETIZED
SABINE AREA

**Magnetized . . . drawing people and industries from other sections!

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## R—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Rubin & Lesser Adv. | New York 17 | 341 Madison Ave.<br>Murray Hill 3-1267 | Sydney Rubin |
| Charles L. Rumrill & Co. | Rochester 4 | 364 East Ave.<br>Stone 592 | Charles Rumrill |
| Robert C. Russell Inc. | Schenectady 1, N. Y. | 152 Barrett St.<br>4-7837 | R. C. Russell<br>Dorothy H. Cary |
| Ruthrauff & Ryan | New York 17 | 405 Lexington Ave.<br>Murray Hill 6-6400 | Donald Stauffer<br>Charles Ayres<br>S. H Bayles<br>Theodore C. Fisher |
| | Chicago 1 | 360 N. Michigan Ave.<br>Franklin 0485 | Ros Metzger<br>A. R. Callies |
| | Detroit 2 | 7430 Second Blvd.<br>Madison 1980 | S. H. Link |
| | St. Louis | 812 Olive St.<br>Main 0127 | O. A. Zahner |
| | Houston | 712 Main St.<br>Charter 4-1741 | Van A. Combs |
| | Hollywood 28 | 1680 N. Vine St.<br>Hillside 7593 | Nate Tufts |
| | San Francisco 4 | 235 Montgomery St.<br>Exbrook 4616 | Bruce Eldridge<br>Herbert Nelson |
| | Seattle 1, Wash. | 1216 Third Ave.<br>Main 6727 | Francis G. Mullins |
| Lewis Edwin Ryan | Washington | 726 Jackson Place<br>Republic 7606 | John Hardie<br>Jean Kerr<br>Jerry White |
| Ryder & Ingram | Oakland 12, Cal. | 337 17th St.<br>Templebar 0363 | Ross H. Ryder<br>Robert L. Ingram |



YOU'VE got to get *price, coverage* and *audience* when you buy spot radio. In Central New York, you get more of all three when you buy WAGE. For WAGE costs *less* than other Syracuse network stations. It gives equal or greater coverage. And audience—well, ask to see the last special Hooper report on Syracuse radio listening. Your Edward Petry & Co. representative will show it to you — or write or wire WAGE.

**WAGE**

**620 Kilocycles ★ 1000 Watts ★ Syracuse, N. Y.**

## S

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Ben Sackheim Inc. | New York 19 | 250 W. 57th St.<br>Columbus 5-2095 | Sam Botshon |
| St. Georges & Keyes | New York 17 | 250 Park Ave.<br>Plaza 3-6920 | Victor van der Linde |
| | Baltimore 1 | 7 West Hamilton St.<br>Saratoga 1556 | Walter Mead |
| St. Paul Adv. Co. | St. Paul 1 | 100 Wabasha St.<br>Cedar 6171 | Ray E. Koci |
| H. A. Salzmann Inc. | New York 17 | 6 E. 45th St.<br>Vanderbilt 6-4750 | H. A. Salzmann |
| Arthur W. Sampson Co. | Boston 8 | 199 Washington St.<br>Capitol 0131 | Arthur W. Sampson |
| Alan B. Sanger Adv. | New York 17 | 60 E. 42d St.<br>Murray Hill 6-7860 | Alan B. Sanger |
| Walker Saussy Adv. | New Orleans 12 | 318 Carondelet St.<br>Magnolia 3218 | Walker Saussy |
| Tom Sawyer Adv. Agency | Dallas | 2600 Maple St.<br>Central 5664 | Beebe Sawyer<br>Tom Sawyer |
| Claude Schaffner Adv. Agency | New Haven, Conn. | 65 Trumbull St.<br>8-1636 | Claude Schaffner |
| William A. Schautz Adv. Agency | New York 17 | 247 Park Ave.<br>Plaza 5-1161 | Miss Eran Karr |
| Scheck Adv. Agency | Newark | 9 Clinton St.<br>Market 2-0480 | E. Grant Scheck |
| Scheel Adv. Agency | Cleveland 14 | 1740 East 12th St.<br>Cherry 2644 | C. W. Scheel |
| William N. Scheer Adv. Agency | Newark 2 | 24 Branford Place<br>Market 3-4171 | William N. Scheer |
| Hugo Scheibner Inc. | Los Angeles 14 | 111 W. Seventh St.<br>Michigan 6636 | Hugo Scheibner |
| Schnake Adv. Agency | Milwaukee 3 | 606 W. Wisconsin Ave.<br>Daly 4999 | Irving G. Rahn |
| Scholts Adv. Service | Los Angeles 13 | 1201 W. Fourth St.<br>Michigan 2396 | Wm. G. Scholts<br>Fred Montgomery |
| Gordon Schonfarber & Assoc. | Providence 3 | 58 Weybosset St.<br>Gaspee 4813 | Claire R. Grenier |
| Schwab & Beatty | New York 20 | 1230 Sixth Ave.<br>Circle 5-9090 | R. W. Beatty |
| Harold S. Schwartz & Assoc. | Chicago 10 | 500 N. Dearborn St.<br>Delaware 3623 | Harold S. Schwartz |
| Morton J. Schwartz | Philadelphia | 1015 Chestnut St.<br>Lombard 0292 | Morton J. Schwartz |
| Schwimmer & Scott | Chicago 1 | 75 E. Wacker Drive<br>Dearborn 1815 | Walter Schwimmer<br>Robert J. Scott<br>John B. Davies<br>Cecil Widdifield |
| Robert H. Scott Adv. | Atlanta 3 | First Natl. Bank Bldg.<br>Main 1062 | Robert H. Scott<br>Marion Pennington |
| Scott-Telander | Milwaukee 2 | 411 E. Mason St.<br>Daly 1080 | Marvin A. Lemkuhl |
| Seberhagen Inc. | Philadelphia | Horn Bldg.<br>Rittenhouse 9816 | Howard Seberhagen |
| Edward L. Sedgwick Co. | Peoria, Ill. | Alliance Life Bldg.<br>3-4564 | W. Harper Arbingast |
| | Chicago | 333 N. Michigan Ave.<br>Franklin 0951 | G. W. Hughes |
| Russel M. Seeds Co. | Chicago 11 | Palmolive Bldg.<br>Delaware 1046 | Miss J. Rollinson |
| | Hollywood 28 | 1680 N. Vine St.<br>Granite 4185 | John Guedel |
| | Indianapolis | Lemcke Bldg.<br>Market 1395 | Paul Richey |
| Theodore H. Segall Adv. Agency | San Francisco 5 | 544 Market St.<br>Sutter 6557 | Theodore H. Segall |
| Roscoe W. Segar Adv. Agency | Portland 13, Ore. | 2125 N.E. 48th Ave.<br>Trinity 3445 | Roscoe W. Segar<br>D. D. Segar |
| Frederick Seid Adv. | San Francisco 4 | 127 Montgomery St.<br>Garfield 0360 | Frederick Seid |
| Seidel Adv. Agency | Washington | American Bldg.<br>National 8947 | Robert Seidel |
| William G. Seidenbaum | New York 16 | 9 E. 40th St.<br>Ashland 4-3763 | W. G. Seidenbaum<br>David J. Ferro<br>Rose Schor |
| Shaffer, Brennan, Margulis Adv. Co. | St. Louis 1 | 4 N. Eighth St.<br>Main 2579 | Sam B. Margulis<br>T. D. Shaffer |
| J. Albert Shaffer | Washington, D. C. | Evening Star Bldg.<br>National 5252 | J. Albert Shaffer |
| Shappe-Wilkes | New York 3 | 215 Fourth Ave.<br>Algonquin 4-8777 | J. Wilkes |
| Shaw Co. | Los Angeles 13 | 816 W. Fifth St.<br>Mutual 5161 | John B. Shaw |
| Shaw Adv. Agency | Denver | Railway Exchange Bldg.<br>Cherry 2332 | .......... |

## S—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Louis E. Schecter Adv. Agency | Baltimore 2 | Old Town Bank Bldg.<br>Plaza 4089 | J. L. Levin<br>L. E. Schecter |
| J William Sheets | Seattle 4 | Centra Bldg.<br>Main 2442 | J. William Sheets |
| Sheldon, Morse, Hutchins & Easton | New York 17 | 420 Lexington Ave.<br>Lexington 2-2358 | L. W. Hutchins<br>J. B. Pansmith |
| Sheldon, Quick & McElroy | New York 17 | 400 Madison Ave.<br>Plaza 3-1670 | J. F. Quick<br>Catherine Wohlpart |
| K, E. Shepard Adv. | Chicago 11 | 435 N. Michigan Ave.<br>Superior 2666 | W. A. Edwards |
| Sherman & Marquette | Chicago 11 | Palmolive Bldg.<br>Delaware 8000 | Carolyn Bonnesen<br>Kelso Taeger |
| | New York 20 | 50 Rockefeller Plaza<br>Circle 6-1550 | Morgan Ryan |
| Shorlane-Benet Co. | New York 18 | 229 W. 42d St.<br>Longacre 3-2708 | A. H. Lange |
| Short & Baum Advertising | Portland 9, Ore. | 718 W. Burnside St.<br>Beacon 5153 | Charles L. Baum |
| Sidener & Van Riper | Indianapolis 4 | 1142 N. Meridian St.<br>Riley 3541 | Wm. F. Kegley |
| H. Charles Sieck Inc. | Los Angeles | 650 Grand Ave., S.<br>Vandike 8651 | H. Charles Sieck |
| Alfred J. Silberstein Inc. | New York 16 | 9 E. 40th St.<br>Murray Hill 3-6232 | .......... |
| Charles Silver & Co. | Chicago 11 | 737 N. Michigan Ave.<br>Superior 6625 | B. R. Solomon |
| Silverman Adv. Co. | Chicago | 192 N. Clark St.<br>Andover 1144 | M. B. Silverman |
| Simmonds & Simmonds | Chicago 6 | 201 N. Wells St.<br>Central 1166 | Phil W. Tobias<br>Lee Hammett |
| Simon & Gwynn | Memphis | Commerce Title Bldg.<br>5-2404 | Milton Simon<br>H. N. Gwynn |
| Simons-Michelson Co. | Detroit 26 | Washington Blvd. Bldg.<br>Cherry 3000 | Naiph J. Abodaher<br>Betty McGonigle |
| Jay H. Skinner Adv. Agency | Houston | Sterling Bldg.<br>Capital 6278 | Francis Gilbert |
| William J. Small Agency | Boston | 10 High St.<br>Liberty 8992 | William J. Small<br>Russell Coombs |

## S—(Continued)

| Agency | City | Address<br>Teleph9ne Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Small & Seiffer | New York 18 | 24 W. 40th St.<br>Wisconsin 7-8765 | Marvin Small |
| Allen C. Smith Adv. Co. | Kansas City 6 | 20 W. Ninth St.<br>Harrison 7438 | Allen C. Smith |
| C. Brewer Smith Adv. Agency | Boston | 27 School St.<br>Lafayette 2394 | C. Brewer Smith |
| Smith, Benson, McClure | Chicago 3 | 8 S. Michigan Ave.<br>State 1931 | R. Lloyd Smith |
| Smith & Bull Adv. | Los Angeles 5 | 4354 W. Third St.<br>Drexel 3263 | Dick Smith<br>Frank Bull |
| | Washington 5, D. C. | Southern Bldg. | .......... |
| Smith & Drum | Los Angeles 14 | 650 S. Grand Ave.<br>Trinity 3454 | A. Carman Smith<br>Harry C. Drum |
| | San Francisco 4 | 417 Montgomery St.<br>Exbrook 6411 | W. W. Drum |
| | Seattle 4, Wash. | Dexter-Horton Bldg.<br>Main 3765 | H. T. Wells |
| Geo. W. Smith Adv. | Wheeling, W. Va. | Hawley Bldg.<br>1787 | George W. Smith |
| John A. Smith & Staff | Boston 8 | 11 Beacon St.<br>Lafayette 6545 | John A. Smith |
| Robert Smith Adv. Agency | Portland, Ore. | Mead Bldg.<br>Beacon 5281 | Robt. Smith<br>Cameron C. Stineman |
| Smith, Taylor & Jenkins | Pittsburgh 22 | 223 Fourth Ave.<br>Atlantic 9312 | Ronald P. Taylor<br>T. J. MacWilliams<br>Grace Karchella |
| Cory Snow Inc. | Boston | 739 Boylston St.<br>Kenmore 2171 | Cory Snow |
| Snow & Cahalin | Springfield, Mass. | 145 State St.<br>6-3668 | J. Harold Cahalin |
| Son de Regger & Brown Adv. Agency | Des Moines | Register & Tribune Bldg.<br>3-7155 | Les Son de Regger |
| Sorensen & Co. | Chicago 11 | Palmolive Bldg.<br>Delaware 5030 | Roy A. Sorensen<br>Muriel Wageman<br>Dorothy Samer |
| W. A. Souders & Assoc. | Columbus, O. | 735 Bryden Rd.<br>EV. 5548 | Senora Souders |

KOIL CBS in Omaha

5000 WATTS . . . 1290 KILOCYCLES

Represented by

EDWARD PETRY COMPANY

## S—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Sparrow Adv. Agency | Birmingham | Farley Bldg.<br>3-0287 | J. Martin Smith Jr. |
| C. Jerry Spaulding Inc. | Worcester 8, Mass. | 201 Commercial St.<br>3-4789 | C. Jerry Spaulding |
| Raymond Spector Co. | New York 22 | 595 Madison Ave.<br>Eldorado 5-1270 | Raymond Spector<br>Hal Winter |
| Franklin Spier & Aaron Sussman | New York 17 | 40 E. 49th St.<br>Plaza 8-1751 | Franklin Spier<br>Russell D. Hamilton |
| Rolfe C. Spinning Inc. | Detroit | Macabees Bldg.<br>Columbia 0531 | Rolfe C. Spinning<br>P. H. Bruske<br>W. C. Dudgeon |
| Spitz & Webb Adv. | Syracuse 2 | Empire Bldg.<br>4-6868 | Stephen M. Webb |
| Frederick A. Spolane Co. | New York 17 | 420 Lexington Ave.<br>Murray Hill 5-8065 | Frederick A. Spolane |
| Spooner & Kriegel | New York 7 | 50 Church St.<br>Cortlandt 7-1115 | W. B. Spooner Jr. |
| Spot Broadcasting Inc. | New York | 303 W. 42d St.<br>Circle 6-9375 | Miss Helen A. Thomas |
| W. E. Sproat & Co. | Chicago 11 | 664 N. Michigan Ave.<br>Superior 4845 | Edmond Sheehan |
| Staake & Schoonmaker Co | Kalamazoo 4, Mich. | American Natl. Bank Bldg.<br>3-1678 | Carl B. Schoonmaker |
| Chas. N. Stahl Adv. | Los Angeles 13 | 542 S. Broadway<br>Madison 7844 | Chas. N. Stahl |
|  | San Francisco 3 | Hearst Bldg.<br>Douglas 7505 | Marjorie Hood |
| Staley Adv. Agency | Ft. Wayne, Ind. | 634 W. Wayne St.<br>Eastbrook 1230 | Raymond W. Staley |
| Staples & Staples | Richmond 20, Va. | 2119 Hanover Ave.<br>6-2739 | Mrs. Mary B. Staples |
| Barton A. Stebbins Adv. | Los Angeles 14 | 811 W. Seventh St.<br>Trinity 8821 | Arthur W. Gudelman<br>Leigh Crosby |

NEWS
IS FIRST WITH
LISTENERS....

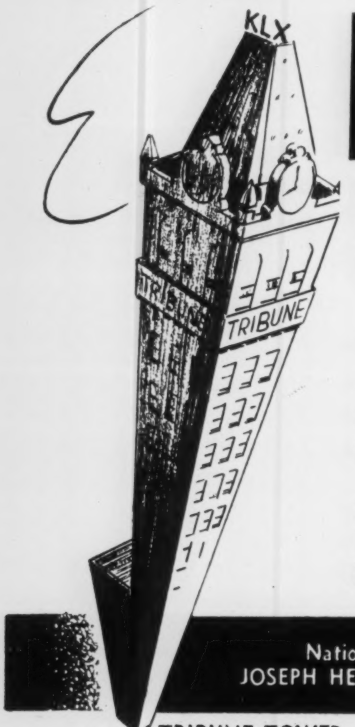
KLX
IS FIRST
IN NEWS

More news and special event broadcasts make KLX Metropolitan Oakland's leading independent station

EXCLUSIVE ASSOCIATED PRESS NEWS & WORLD BROADCASTING SYSTEM

National Representative:
JOSEPH HERSHEY McGILLVRA, Inc.

TRIBUNE TOWER - - - OAKLAND, CALIFORNIA



## S—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Frank R. Steel Associates | Chicago 1 | 360 N. Michigan Ave.<br>State 3188 | Milton M. Mendelsohn |
| Steele Adv. Agency | Houston | Merchants & Mfrs. Bldg.<br>Preston 9997 | H. Wirt Steele |
| Clem J. Steigmeyer Adv. Agency | Ft. Wayne, Ind. | Central Bldg.<br>A-1230 | Clem J. Steigmeyer<br>Earle W. Moss |
| Sterling Adv. Agency | New York 18 | 70 W. 40th St.<br>Longacre 5-4610 | William Forray |
| Lou Sterling & Associates | N. Hollywood, Cal. | P. O. Box 410<br>Sunset 2-3877 | Lou Sterling |
| Arthur R. Sternau | Philadelphia | 1700 Sansom St.<br>Rittenshouse 4187 | Arthur R. Sternau |
| Sternfield-Godley | New York 7 | 280 Broadway<br>Barclay 7-3030 | S. I. Godley<br>Philip Scheft |
| Steuerman Adv. Agency | New York 17 | 205 E. 42d St.<br>Caldonia 5-4334 | Miss T. Rink |
| Fred D. Stevens Co. | Utica 2, N. Y. | 14 Devereux St.<br>4-9339 | Fred D. Stevens |
| Jewell F. Stevens Co. | Chicago | 25 E. Jackson Blvd.<br>Wabash 1441 | J. F. Stevens |
| Stevens-Davis Co. | Chicago 6 | 600 W. Jackson Blvd.<br>Haymarket 7855 | H. L. Lynn |
| Stevens & Wallis | Salt Lake City | 36 Richards St.<br>5-5311 | David W. Evans<br>Stringham A. Stevens |
| J. L. Stewart Agency | Chicago 11 | 664 N. Michigan Ave.<br>Superior 6183 | Laura H. Holland |
| Stewart-Jordon Co. | Philadelphia | Lincoln-Liberty Bldg.<br>Locust 4637 | Gary Bub |
| Stewart, Hanford & Casler | Rochester 7, N. Y. | 11 James St.<br>Stone 1453 | Albert T. Stewart<br>L. A. Casler |
| Stewart-Taylor Co. | Duluth 5, Minn. | 326 W. Michigan St.<br>Melrose 4421 | L. E. Marvin |
| Stockton, West, Burkhart | Cincinnati | First Natl. Bank Bldg.<br>Cherry 3517 | R. S. West |
| Stockwell & Marcuse | Detroit 26 | National Bank Bldg.<br>Cadillac 4484 | William H. Stockwell<br>Philip R. Marcuse |
| Stone-Stevens-Howcott-Halsey | New Orleans 12 | Whitney Bldg.<br>Magnolia 1684 | Lawrence H. Stevens |
| Stoneton Adv. Agency | Hallowell, Me. | 145 Water St.<br>Augusta 1280 | C. E. Stevens |
| Charles M. Storm Co. | New York 17 | 50 E. 42d St.<br>Murray Hill 6-2820 | Edward Klein<br>Allston E. Storm<br>Raymond E. Nelson |
| Strang & Prosser Adv. Agency | Seattle 4 | Smith Tower<br>Elliott 1322 | Miss Billie Barnes<br>Joseph Maguire<br>Arthur Lomax |
| Strauchen & McKim | Cincinnati 2 | 4th & Race Sts<br>Main 2245 | Ardeane Heiskell<br>George A. Rink |
| Street & Finney | New York 18 | 330 West 42d St.<br>Bryant 9-2400 | Howard Miller |
| Charles R. Stuart | San Francisco 5 | 625 Market St.<br>Douglas 2438 | Charles P. Johnson |
| Suedhoff & Co. | Fort Wayne, Ind. | Citizens Trust Bldg.<br>Anthony 5421 | Carl Suedhoff<br>Oswald Ferber |
| Daniel F. Sullivan | Boston 16 | Statler Bldg.<br>Hancock 7645 | William H. Sullivan |
| G. Lynn Sumner Co. | New York 17 | 285 Madison Ave.<br>Caledonia 5-4103 | Edward R. Wood |
| Surety Adv. Co. | New York | 280 Madison Ave.<br>Murray Hill 3-6336 | Herbert S. Chason |
| Sutherland-Abbott Adv. Agency | Boston | 234 Clarendon St.<br>Kenmore 1472 | Dino Valz |
| Swafford & Koehl | New York 17 | 341 Madison Ave.<br>Murray Hill 6-8860 | A. Lasity |
|  | Cleveland | Guardian Bldg.<br>Cherry 1539 | A. A. Landis |
| Sweeney & James | Cleveland | 1501 Euclid Ave.<br>Main 7142 | John F. Sweeney |
| Walter M. Swertfager Co. | New York 17 | 40 E. 49th St.<br>Plaza 3-9810 | Walter M. Swertfager |
| Howard Swink Adv. Agency | Marion, O. | 372 East Center St.<br>2492 | Howard Swink |
| Syverson-Kelley | Spokane 8 | Mohawk Bldg.<br>Main 4311 | C. R. Devine |

## T

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| J. D. Tarcher & Co. | New York 20 | 630 Fifth Ave.<br>Circle 6-2626 | William E. Larcombe<br>Ninette Joseph Taranto |
| Sam Taubman Adv. Agency | Philadelphia | Lewis Tower<br>Pennypacker 4828 | Sam Taubman |
| Ray Taylor & Associates | Cleveland | 1836 Euclid Ave.<br>Main 4288 | Ray Taylor |
| Henry H. Teplitz Adv. | Chicago 11 | 540 N. Michigan Ave.<br>Delaware 4440 | Henry H. Teplitz<br>Fredie Kleiman |
| Gerald F. Thomas Adv. | Fresno 1, Cal. | T. W. Patterson Bldg.<br>3-3183 | G. F. Thomas |
| J. Walter Thompson Co. | New York 17 | 420 Lexington Ave.<br>Mohawk 4-7700 | John U. Reber<br>Robert T. Colwell<br>A. K Spencer<br>Linnea Nelson |
| | Chicago | 410 N. Michigan Ave.<br>Superior 0303 | Willard Lochridge |
| | Hollywood 28 | 1549 N. Vine St.<br>Hillside 7241 | Daniel J. Danker |
| | Los Angeles 14 | 621 S. Hope St.<br>Trinity 2591 | Norton W. Mogge |
| | San Francisco 4 | Shell Bldg.,<br>Garfield 3510 | Lowell Mainland |
| Thompson-Koch Co. | New York 1 | 101 W. 31st St.<br>Pennsylvania 6-0612 | W. S. Groom |
| Walter E. Thwing Inc. | New York 22 | 444 Madison Ave.<br>Plaza 3-2892 | Walter E. Thwing |
| Ralph Timmons Inc. | Madison, Wis. | 1st Natl. Bank Bldg.<br>Fairchild 8818 | Ralph Timmons |
| Coleman Todd & Assoc. | Mansfield, O. | 248 Park Ave., W.<br>3690-6 | Coleman B. Todd<br>Emery A. Odell |
| Tokar Adv. | Newark, N. J. | 17 Academy St.<br>Mitchell 2-2561 | Alfred F. Tokar<br>Norman Tokar |
| Tolle & Associates | San Diego 1, Cal. | 631 Third Ave.<br>Franklin 6606 | Norman W. Tolle<br>Esther R. Winkelhaus |
| Tomaschke-Elliott | Oakland 12, Cal. | 1624 Franklin St.<br>Glencourt 4941 | F. L. Tomaschke<br>Bruce W. Elliott |

## T—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Tomowske Adv. Agency | Spokane 8 | Chronicle Bldg<br>Riverside 1159 | J. Walter McLean<br>Wm. T. Ogle |
| F. B. Tompkins & Assoc. | Syracuse | Heffernan Bldg.<br>2-8409 | H. A. Taylor |
| Arthur Towell Inc. | Madison, Wis. | Commercial Bank Bldg.<br>Fairchild 682 | Arthur Towell |
| Townsend Adv. Service | Burlington, Vt. | 203 College St.<br>2544 | Charles E. Townsend |
| Tracy, Kent & Co. | New York 22 | 515 Madison Ave.<br>Eldorado 5-4404 | W. I. Tracy<br>Frank S. Kent |
| Tracy-Locke-Dawson | New York 16 | 22 E. 40th St.<br>Ashland 4-1690 | William Rose<br>H. E. Hendrick |
| | Dallas 1 | 1307 Pacific Ave.<br>Riverside 8655 | Raymond P. Locke<br>Monty Mann<br>Erle Racey |
| Triangle Adv. Agency | Chicago 6 | 201 N. Wells St.<br>Randolph 5044 | H. U. Bailey |
| Fletcher B. Trunk & Co. | Denver | Gas & Elec. Bldg.<br>Tabor 3434 | Fletcher B. Trunk<br>Jerry C. Downer |
| Turner Adv. Agency | Chicago 11 | 520 N. Michigan Ave.<br>Superior 2161 | John K. Turner |
| J. Hayden Twiss | New York 17 | 205 E. 42d St.<br>Murray Hill 4-3131 | J. Hayden Twiss |
| David A. Tynion | Syracuse 2 | 206 E. Genesee St.<br>3-3542 | Edwin C. Meyers<br>David A. Tynion |
| O S. Tyson & Co. | New York 17 | 230 Park Ave.<br>Murray Hill 9-3663 | C. A. Roeder |

## U

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Roland G. E. Ullman | Philadelphia | 1520 Locust St.<br>Pennypacker 4521 | Roland G. E. Ullman<br>Nan M. Collins |
| United Adv. Agency | Newark 2 | 744 Broad St.<br>Market 2-6363 | Max Green |
| United Adv. Agency | San Francisco 4 | 127 Montgomery St.<br>Exbrook 2583 | Carlton Rothblum |

The "Lucky Coverage" Area

KWFT
WICHITA FALLS,
TEXAS

620
KILOCYCLES
THE CHOICE
SPOT ON
THE DIAL

Add these Two Facts

(1) 209,147 NET WEEKLY CIRCULATION
(2) KWFT - LOW STATION TIME COST

And you get maximum value for your Advertising Dollar!

OF 800,000 PIECES OF MAIL
600,000 INCLUDED PROOF
OF PURCHASE

COLUMBIA **KWFT** AFFILIATE
WICHITA BROADCASTERS
WICHITA FALLS, TEXAS

National Rep.: PAUL H. RAYMER COMPANY

MARKET DATA
DAYTIME AREAS

| Listening Area | Radio Homes 1940 Census | New Weekly Circulation |
|---|---|---|
| PRIMARY | 122,636 | 89,471 |
| SECONDARY | 154,122 | 66,586 |
| TERTIARY | 264,646 | 53,090 |
| TOTAL LISTENING FAMILIES | | 209,147 |

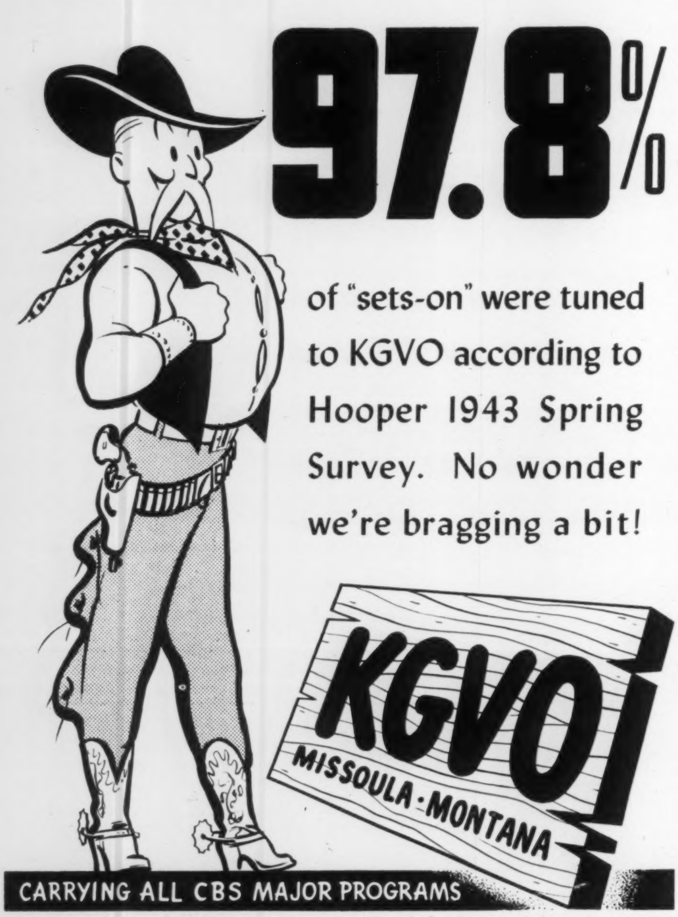
# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## U—(Continued)

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|---|---|---|---|
| United Broadcasting Co. | Chicago | 201 N. Wells St.<br>Andover 1685 | Egmont Sonderling |
| United States Adv. Corp. | Chicago 11 | 612 N. Michigan Ave.<br>Delaware 4466 | A. J. Engelhardt |
|  | Spitzer Bldg. | Toledo 4<br>Main 8205 | Frank Canaday |
| Universal Adv. Agency | Malden, Mass. | 32 Union St.<br>Malden 2925 | Clarence E. Worthen |
| Unwin Adv. Agency | Detroit | 5144 14th Ave.<br>Tyler 6-5451 | B. V. Unwin |

## V

| Agency | City | Address Telephone Number | Radio Director Chief Timebuyer Other Radio Executives |
|---|---|---|---|
| Van Auken-Ragland | Chicago 6 | 326 West Madison St.<br>Franklin 2910 | B. F. Stevens<br>K. L. Van Auken<br>Chester A. Ragland |
| Van De Mark Adv. Inc. | Cincinnati 2 | Times Star Tower<br>Parkway 6660 | Curtis W. Van De Mark |
|  | Minneapolis | Plymouth Bldg.<br>Bridgeport 8574 | Claude Efnor |
| Vanden Co. | Chicago | 620 N. Michigan Ave.<br>Superior 9608 | Geo. W. Vanden |
| Victor van der Linde | New York | 250 Park Ave.<br>Plaza 3-6920 | Victor van der Linde |
| Vanguard Advertising | New York 19 | 21 W. 45th St.<br>Longacre 3-5363 | G. A. Wilson<br>Robert E. Hutchinson |
| VanHecker-MacLeod | Chicago 11 | 664 N. Michigan Ave.<br>Delaware 3122 | W. F. Barkow |
| Van Sant, Dugdale & Co. | Baltimore 18 | Court Square Bldg.<br>Plaza 5280 | G. M. Talbot |
| Russell H. Van Tine | Philadelphia 2 | 112 S. 16th St.<br>Rittenhouse 2142 | Russell H. Van Tine |
| Addison Vars Inc. | Buffalo 2 | Vars Bldg.<br>Cleveland 2351 | .............. |
| Chas. E. Vautrain Assoc. | Holyoke, Mass. | 560 Dwight St.<br>2-3884 | Chas. E. Vautrain |


97.8%
of "sets-on" were tuned to KGVO according to Hooper 1943 Spring Survey. No wonder we're bragging a bit!
KGVO
MISSOULA-MONTANA
CARRYING ALL CBS MAJOR PROGRAMS

## V—(Continued)

| Agency | City | Address Teleph9ne Number | Radio Director Chief Timebuyer Other Radio Executives |
|---|---|---|---|
| Venable-Brown Co. | Cincinnati | 211 E. Fourth St.<br>Parkway 6078 | Bruce W. Brown<br>Bryant Venable |
| Vernick Adv. Agency | Philadelphia | 1524 Chestnut St.<br>Rittenhouse 2622 | M. Murray Vernick |
| Carlo Vinti Adv. | New York | 431 Fifth Ave.<br>Lexington 2-9477 | Carlo Vinti |
| Irwin Vladimir & Co. | New York 22 | 570 Lexington Ave.<br>Plaza 3-9640 | Irwin Vladimir |
| Gordon Vlchek Adv. Agency | Cleveland | Rockefeller Bldg.<br>Cherry 6540 | Keith Frazine |
| John E. Vodicka Advertising | Miami | 127 N.W. Second St.<br>2-5935 | John E. Vodicka |
| W. L. Vomack Inc. | New York 17 | 420 Madison Ave.<br>Eldorado 5-4874 | Miss J. Pruett |
| Von Senden Agency | Pittsburgh | 321 Blvd. of the Allies<br>Court 2667 | Eric Zimmerman |

## W

| Agency | City | Address Telephon. Number | Radio Director Chief Timebuyer Other Radio Executives |
|---|---|---|---|
| Wade Adv. Agency | Chicago 6 | 208 W. Washington St.<br>State 7369 | W. A. Wade<br>E. N Nelson<br>L. J. Nelson<br>Edward Simmons<br>Peter C. Lund |
|  | Los Angeles 13 | 411 W. Fifth St.<br>Michigan 8608 | Robert E. Dwyer |
| Louis E. Wade Inc. | Fort Wayne, Ind. | Paramount Bldg.<br>Anthony 6282 | M. E. Maxwell |
| Wadsworth & Walker | New York 17 | 369 Lexington Ave.<br>Caledonia 5-6100 | Ralph K. Wadsworth |
| Hugo Wagenseil & Assoc. | Dayton 2 | Talbott Bldg.<br>Hemlock 1151 | Hugo Wagenseil |
| Carl C. Wakefield Adv. Agency | San Francisco | 406 Montgomery St.<br>Douglas 5407 | Carl C. Wakefield |
| L. H. Waldron Adv. Agency | San Francisco 3 | Monadnock Bldg.<br>Douglas 4475 | L. H. Waldron |
| Walker Adv. Agency | San Francisco 4 | 116 New Montgomery<br>Sutter 8383 | Shirley Walker |
| Walker & Downing | Pittsburgh | Oliver Bldg.<br>Grant 1900 | R. C. Woodruff<br>H. A. McCoy |
| Wallace-Ferry-Hanley Co. | Chicago 11 | 430 N. Michigan Ave.<br>Superior 4462 | J. T. Ainley |
| Wallace-Lindeman | Grand Rapids, Mich. | Assn. of Commerce Bldg.<br>9-7214 | Oliver A. Wallace |
| Duane Wanamaker Adv. | Chicago 11 | 540 N. Michigan Ave.<br>Superior 2827 | Duane Wanamaker |
| Wank & Wank | San Francisco | 580 Market St.<br>Garfield 2921 | M. E. Wank |
| S. E. Wardell Adv. Co. | New York 7 | 154 Nassau St.<br>Beekman 3-1081 | P. C. Wildermuth |
| Mason Warner Co. | Chicago 1 | 360 N. Michigan Ave.<br>State 7550 | H. M. Purtell |
| Warren-Ross Adv. | New York | 6 E. 45th St.<br>Murray Hill 2-0093 | A. S. Warren<br>R. A. Rosenthal |
| Warwick & Legler | New York 17 | 230 Park Ave.<br>Murray Hill 6-8585 | Tevis Huhn |
|  | Hollywood 28 | 6331 Hollywood Blvd.<br>Hempstead 8163 | Dick Mack |
| I. B. Wasson Adv. Co. | Kansas City 6 | Manufacturers Exchange Bldg.<br>Victor 7139 | M. M. Wasson |
| Norman D. Waters & Assoc. | New York 1 | 1140 Broadway<br>Caledonia 5-7430 | Louis Landesman |
| Watson & Co. | Philadelphia | Lewis Tower Bldg.<br>Kingsley 1357 | H. D. Watson |
| Watts Adv. Agency | St. Louis | 3615 Olive St.<br>Jefferson 0700 | D. L. Fox |
| Watts, Payne Adv. | Tulsa 3 | 205 S. Cheyenne Ave.<br>3-8108 | Leslie S. Hauger |
| Tucker Wayne & Co. | Atlanta 3 | 10 Pryor St. Bldg.<br>Walnut 6701 | D. D. Connah<br>C. C. Fuller |
| Luther Weaver & Assoc. | St. Paul 1 | Globe Bldg.<br>Cedar 3777 | Luther Weaver<br>Blanche Anderson |
| Frank D. Webb Adv. Co. | Baltimore | 10 W. Reed St.<br>Lexington 5671 | Frank D. Webb |
| Webber Adv. Agency | Grand Rapids 2 | North Division Bldg.<br>8-1537 | C. Reid Webber<br>Jean A. Lyons |
| Charles A. Weeks Co. | New York 17 | 122 E. 42d St.<br>Lexington 2-2408 | Charles A. Weeks |
| John P. Weidenhamer & Assoc. | Harrisburg 6 | 26 N. 18th St.<br>4-1808 | Frank F. Bratten |
| Armand S. Weill Co. | Buffalo 2 | 170 Franklin St.<br>Washington 6250 | Robert K. Weill |

## W—(Continued)

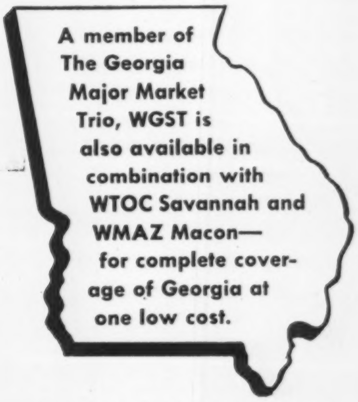
| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Milton Weinberg Adv. Co. | Los Angeles 14 | 325 W. Eighth St.<br>Tucker 4111 | Bernard Weinberg |
| William H. Weintraub & Co. | New York 20 | 30 Rockefeller Plaza<br>Circle 7-4282 | Elkin Kaufman<br>Hubert Chain<br>Theo Gannon |
| Weiss & Geller | Chicago 11 | 400 N. Michigan Ave.<br>Delaware 1124 | Helena Clayton<br>A. D. Reiwitch |
|  | New York 17 | 400 Madison Ave.<br>Plaza 3-4070 | Joseph Bloom |
| Frank A. Wellman | Philadelphia | Market St. Natl. Bank Bldg.<br>Rittenhouse 6576 | Frank A. Wellman |
| Jack Wemple, Adv. | Green Bay, Wis. | 310 Pine St.<br>Howard 1498 | Jack C. Wemple |
| Wendt Adv. Agency | Toledo 4 | Spitzer Bldg.<br>Adams 4713 | H. F. Wendt |
| L. W. Wendt Co. | Great Falls, Mont. | Strain Bldg.<br>4842 | Z. M. Hay |
| Edward L. Wertheim Adv. Agency | New York 18 | 151 W. 40th St.<br>Wisconsin 7-5978 | Edward L. Wertheim |
| Wesley Associates | New York 17 | 347 Madison Ave.<br>Murray Hill 6-7077 | Harry Weiner |
| Bronson West, Adv. | St. Paul 1 | 500 Robert St.<br>Garfield 4422 | Bronson West<br>Donald MacRae |
| West-Marquis | Los Angeles 13 | 816 W. Fifth St.<br>Madison 7758 | John R. West |
| West-Marquis & Curtiss | San Francisco 5 | Rialto Bldg.<br>Garfield 1716 | Calvin D. Wood |
| Western Adv. Agency | Los Angeles 14 | 719 S. Flower St.<br>Michigan 8731 | Ruth K. Fredricks |
| Western Adv. Agency | Chicago 1 | 35 E. Wacker Drive<br>Central 7565 | H. C. Hoagland |
|  | Racine, Wis. | 610 Wisconsin Ave.<br>Jackson 974 | Hugh Highsmith |
| Western Adv. Co. | San Diego, Cal. | 1202 Kettner Blvd.<br>Main 9545 | Royal B. Lee |
| Western Radio Productions | Oakland, Cal. | Central Bank Bldg.<br>Twin Oaks 3332 | Edward W. Tabor |
| Westheimer & Co. | St. Louis 1 | 315 N. Seventh St.<br>Garfield 4080 | W. H. Mullgardt<br>E. D. Brohr |
| Weston-Barnett | Waterloo, Ia. | Arts & Crafts Bldg.<br>4677 | Wells H. Barnett<br>Phillips Taylor<br>M. C. Schwarts |
|  | Chicago | 520 Michigan Ave.<br>Whitehall 7725 | A. C. Barnett |
| Tom Westwood Adv. Agency | Los Angeles 14 | 416 W. Eighth St.<br>Vandike 6457 | Tom Westwood |
| Frank E. Whalen Adv. Co. | Kansas City | Land Bank Bldg.<br>Victor 7200 | Frank E. Whalen |
| Wheeler, Kight & Gainey | Columbus, O. | 74 E. Long St.<br>Main 6613 | Tom L. Wheeler Jr. |
| Ward Wheelock Co. | Philadelphia 7 | Lincoln-Liberty Bldg.<br>Rittenhouse 7500 | Eugene J. Cogan |
|  | New York | 444 Madison Ave.<br>Plaza 3-7120 | .............. |
| Whipple & Black Adv. Co. | Detroit | Fox Theatre Bldg.<br>Cadillac 1986 | E. W. Beatty |
| White, Lowell & Owen | New York 22 | 595 Madison Ave.<br>Plaza 8-2400 | Marc Seixas |
| Edmund S. Whitten Inc. | Boston | 216 Tremont St.<br>Liberty 1860 | E. S. Whitten |
| Almon Brooks Wilder Inc. | Chicago 11 | 154 E. Erie St.<br>Superior 9480 | Almon B. Wilder |
| Alvin Wilder Adv. | Los Angeles 13 | 542 S. Broadway<br>Vandike 9853 | Alvin E. Wilder |
| Wildrick & Miller | New York 20 | 630 Fifth Ave.<br>Circle 6-2170 | John W. Brodersen |
| Mac Wilkins, Cole & Weber | Portland 4, Ore. | Corbett Bldg.<br>Broadway 6401 | Mac Wilkins |
|  | Seattle 1, Wash. | Republic Bldg.<br>Elliott 1335 | Helen Engman Cartwright |
| Walter W. Wiley Adv. | New York 18 | 132 W. 43d St.<br>Bryant 9-5254 | Walter W. Wiley |
| Williams Adv. Agency | New York 16 | 185 Madison Ave.<br>Lexington 2-8380 | William Shields |
| Williams & Saylor | New York 22 | 485 Madison Ave.<br>Eldorado 5-6024 | Mrs. I. Randall |
| William J. Williams | Kalamazoo, Mich. | State Theatre Bldg.<br>3-5111 | Wm. J. Williams |
| Joseph A. Wilner Co. | Baltimore 1 | 2 W. Fayette St.<br>Plaza 2156 | Joseph A. Wilner |
| Wilson & Haight | Hartford, Conn. | 410 Asylum St.<br>2-3200 | Howard C. Wilson<br>Jesse J. Haight |

WGST
ATLANTA
920 Kc.

CBS
Affiliate

TOPS

In program entertainment through its spirited local showmanship and its affiliation with CBS


A member of The Georgia Major Market Trio, WGST is also available in combination with WTOC Savannah and WMAZ Macon—for complete coverage of Georgia at one low cost.

Represented Nationally by
THE KATZ AGENCY, Inc.

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## W—(Continued)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Wiltman & Pratt | Pittsburgh | 201 S. Craig St.<br>Mayflower 4433 | Russell H. Pratt |
| N. A. Winter Adv. Agency | Des Moines 9 | Paramount Bldg.<br>4-9154 | N. A. Winter |
| Robert Winternitz Adv. | New York 16 | 461 Fourth Ave.<br>Lexington 2-6122 | A. M. Balstra |
| William B. Wisdom Inc. | New Orleans | American Bank Bldg.<br>Raymond 0111 | D. Donnand |
| Fred Wittner Adv. | New York 19 | 2 W. 45th St.<br>Vanderbilt 6-0560 | L. Adler |
| Ralph L. Wolfe & Associates | Detroit 26 | 76 Adams Ave. West<br>Cadillac 1865 | A. D. Conkey |
| Ed Wolff & Associates | Rochester 4, N. Y. | Taylor Bldg.<br>Stone 191 | Alfred G. Scheible<br>Henrietta S. Feeser |
| Wood, Brown & Wood | Boston | 209 Washington St.<br>Capital 1850 | Martha Ayers |
| Albert Woodley Co. | New York | 551 Fifth Ave.<br>Murray Hill 2-6875 | Albert Woodley |
| Merrill J. Woods Co. | Indianapolis | Inland Bldg.<br>Riley 1775 | Merrill J. Woods |
| Cloyd F. Wooley Inc. | Denver 2 | Steel Bldg.<br>Cherry 7877 | .............. |
| World Wide Adv. Corp. | New York | 11 W. 42d St.<br>Longacre 5-4500 | Emil M. Scholz<br>Bryce Oliver |
| Wortman, Barton & Goold | New York 17 | 345 Madison Ave.<br>Murray Hill 4-2757 | E. B. M. Wortman |
| W. L. Wright Co. | Rochester 4 | 82 St. Paul St.<br>Main 6452 | W. L. Wright |
| Burton E. Wyatt & Co. | Atlanta 3 | 1st Natl. Bank Bldg.<br>Main 1121 | Burton E. Wyatt |

## Y

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Yankee Writing Service | Guilford, Conn. | 74 Water St.<br>650 | Byron H. Clark |
| | New Haven | 11 Whitney Ave.<br>7-1191 | .............. |
| Charles E. Yost Adv. Agency | Pittsburgh 22 | 320 Fourth Ave.<br>Atlantic 5845 | A. T. Grimm<br>R. T. O'Donnell |
| Robt. B. Young Adv. Agency | San Francisco 5 | 625 Market St.<br>Sutter 5411 | Robt. B. Young |
| Young & Rubicam | New York 17 | 285 Madison Ave.<br>Ashland 4-8400 | T. F. Harrington<br>Carlos Franco<br>Frank Coulter<br>Kay Brown |
| | Chicago 1 | 333 N. Michigan Ave.<br>Central 9389 | Stuart Dawson<br>G. F. Leithner |
| | Detroit 2 | 7430 Second Blvd.<br>Madison 4300 | George Davis<br>Wm. Denman |
| | Hollywood 28 | 6253 Hollywood Blvd.<br>Hollywood 2734 | Glenhall Taylor |
| | San Francisco 4 | Russ Bldg.<br>Exbrook 4126 | Robbins Milbank<br>Courtney Moore |
| Yount Co. | Erie, Pa. | 12 E. 10th St.<br>22-816 | M. A. Yount |

## Z

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Julius F. Zederman | San Francisco | Hearst Bldg.<br>Exbrook 2957 | Julius F. Zederman |
| Zimmer Adv. Agency | Louisville | Starks Bldg.<br>Jackson 3051 | Gertrude Hardeman<br>Ralph Leach |
| Zimmer-Keller | Detroit | 28 W. Adams St.<br>Cadillac 9151 | Le Roy Pelletier<br>Wendell Holmes |
| Zlowe Co. | New York 17 | 527 Fifth Ave.<br>Murray Hill 6-1632 | Florence Marks |

FOR GREATER SALES NOW AND AFTER VICTORY
include the El Paso Southwest in your 1944 advertising plans

Why EL PASO

- An important, rich, influential market
- A completely radio-isolated market
- The military center of the southwest
- Vastly increased bonus population
- Important war-industry payrolls
- Cattle, Mining, Importing center
- Vast and productive agricultural area

DORRANCE RODERICK, *Owner*

Choose
KROD
El Paso, Tex.
As your Medium

Why KROD

- Only station covering ALL the El Paso southwest
- 600 kc—the ideal wavelength.
- Practically complete CBS Network schedule, 112 network shows
- 169 sponsored programs per week
- 71 different firms use KROD for programs
- The "military station" in the southwest
- Newspaper tie-up assures better publicity

VAL LAWRENCE, *Manager*

600 KC

Represented Nationally By
HOWARD H. WILSON CO.

1000 WATTS
500 WATTS NIGHT

### Directory of

# Major Canadian Advertising Agencies and Radio Executives

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Ardiel Adv. Agency | Toronto, Ont. | 371 Bay St.<br>Adelaide 4994 | J. G. C. Wright |
| | Oakville, Ont. | ..............<br>1016 | W. A. Chant |
| | Hamilton, Ont. | 37 James St. S.<br>2-8524 | S. P. Westaway |
| Atherton & Currier | Toronto, Ont. | 100 Adelaide St. W.<br>Adelaide 5418 | O. F. Burkart |
| Benwell Atkins Ltd. | Vancouver, B. C. | 413 Granville St.<br>Pacific 3448 | .............. |
| Baker Adv. Agency | Toronto, Ont. | 522 University Ave.<br>Adelaide 5315 | J. F. Horler<br>Mrs. H. S. Blair |
| Canadian Adv. Agency | Montreal, Que. | Sun Life Bldg.<br>Plateau 8046 | L. E. Schofield |
| | Toronto, Ont. | 69 Yonge St.<br>Adelaide 3051 | R. W. Ashcroft |
| | Kelowna, B. C. | ..............<br>604 | MacCrea J. Cooper |
| Cockfield-Brown & Co. | Montreal, Que. | Canada Cement Bldg.<br>Harbour 4171 | Ed. Ainger |
| | Toronto, Ont. | Metropolitan Bldg.<br>Elgin 9201 | C. W. McQuillin<br>L. F. Chitty |
| | Vancouver, B. C. | 675 W. Hastings St.<br>Pacific 7557 | Peter Downes |
| | Winnipeg, Man. | Electric Railway Chambers<br>97-068 | H. Lavender<br>M. Roberts |
| Commercial Broadcasting Services Ltd. | Toronto, Ont. | 100 Adelaide St. W.<br>Elgin 2625 | E. A. Byworth<br>S. K. Smith |
| D'Arcy Adv. Co. | Toronto, Ont. | 90 Broadview<br>Gladstone 4651 | G. P. Altenbernd |
| A. J. Denne & Co. | Toronto, Ont. | 90-92 King St. W.<br>Elgin 3444 | Miss L. Ryan |
| Desbarats Adv. Agency Ltd. | Montreal, Que. | 480 Lagauchetiere W.<br>Plateau 5025 | E. Desbarats |
| Dickson & Ford | Toronto, Ont. | 30 Bloor St. W.<br>Randolph 1488 | Roy Ward Dickson<br>A. Edington |
| Ellis Advertising Co. | Toronto, Ont. | 465 Bay St.<br>Adelaide 6101 | J. W. Culliner<br>A. A. Muter |
| Ferres Adv. Service | Hamilton, Ont. | 16 James St. S.<br>7-3895 | E. Ferris |
| | Toronto, Ont. | 45 Richmond St. W.<br>Elgin 2092 | Albert Jarvis |
| Financial Adv. Co. of Canada | Montreal, Que. | 474 St. Alexis St.<br>Lancaster 2136 | Sam Ghent |
| | Toronto, Ont. | 24 King St. W.<br>Elgin 7204 | David Jackson |
| James Fisher Co. | Toronto, Ont. | 204 Richmond St. W.<br>Waverly 8091 | T. E. Rackstraw<br>A. L. Thompson<br>L. E. Pickett |
| | Montreal, Que. | 1253 McGill College Ave.,<br>Lancaster 1205 | Clifton Train<br>John C. Walsh |
| Harry E. Foster Agencies | Toronto, Ont. | King Edward Hotel<br>Elgin 2134 | Harry E. Foster<br>J. E. Purcell |
| Frontenac Broadcasting Co. | Toronto, Ont. | 394 Bay St.<br>Elgin 4553 | A. R. Robertson |
| General Broadcasting Co. | Montreal, Que. | 1434 St. Catherine St. W.<br>Belair 2855 | .............. |
| J. J. Gibbons Ltd. | Toronto, Ont. | 159 Bay St.<br>Elgin 2111 | W. H. Reeves |
| | Montreal, Que. | Dominion Square Bldg.<br>Harbour 6207 | H. M. Reid |
| | Vancouver, B. C. | 198 W. Hastings St.<br>Pacific 0157 | Leander Manley |
| | Edmonton, Alta. | Agency Bldg.<br>27-512 | J. H. Fulton |
| | Calgary, Alta. | Renfrew Bldg.<br>M 5437 | R. G. Smith |
| | Regina, Sask. | Leader-Post Bldg.<br>6-141 | Stan Wyate |
| | Winnipeg, Man. | Scott Bldg.<br>97-373 | G. Hunter |
| F. H. Hayhurst Co. | Toronto, Ont. | 38 King St. W.<br>Adelaide 7418 | W. P. Hayhurst<br>H. W. E. Peppler |
| | Montreal, Que. | 1405 Peel St.<br>Belair 1161 | E. A. Goodeve |

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| L. J. Heagerty & Assoc. | Toronto, Ont. | McKinnon Bldg.<br>Adelaide 0366 | L. J. Heagerty |
| J. E. Huot Ltd. | Montreal, Que. | 353 St. Nicholas<br>Plateau 9539 | J. E. Huot |
| Russell T. Kelley Ltd. | Hamilton, Ont. | 150 Main St. E.<br>2-1155 | R. T. Kelley |
| | Montreal, Que. | 480 Lagauchetiere W.<br>Plateau 5025 | |
| Kenyon & Eckhardt | Montreal, Que. | Sun Life Bldg.<br>Plateau 9939 | .............. |
| Locke, Johnson & Co. Ltd. | Toronto, Ont. | Harbour Commission Bldg.<br>Elgin 6271 | Elton Johnson |
| MacLaren Adv. Co. | Toronto, Ont. | 372 Bay St.<br>Elgin 0321 | M. Rosenfeld<br>C. M. Pasmore |
| | Montreal, Que. | Dominion Square Bldg.<br>Plateau 9556 | E. H. H. Smith |
| | Vancouver, B. C. | 198 W. Hastings St.<br>Marine 6268 | W. D. M. Patterson |
| | Winnipeg, Man. | Curry Bldg.<br>96-321 | Hugh Horler |
| | London, S. W. 1, England | 2 Cockspur St.<br>Abbey 2377 | W. G. Abel |
| Mason's United Advertisers Agency Ltd. | Toronto, Ont. | 14 McCaul St.<br>Adelaide 5112 | John Part |
| McConnell & Eastman | London, Ont. | Huron & Erie Bldg.<br>Metcalf 544 | T. H. Yull |
| | Toronto Ont. | 254 Bay St.<br>Adelaide 7004 | E. Gould |
| | Montreal, Que. | 1010 St. Catherine St. W.<br>Plateau 1146 | Keith Cromby |
| | Winnipeg, Man. | Confederation Life Bldg.<br>95-757 | L. C. Coutts |
| | Vancouver, B. C. | 475 Howe St.<br>Marine 2161 | Ivan Denton |
| A. McKim Ltd. | Montreal, Que. | Dominion Square Bldg.<br>Lancaster 5192 | J. J. Gallagher |
| | Toronto, Ont. | 320 Bay St.<br>Elgin 5351 | E. Brodie |
| | Winnipeg, Man. | Electric Railway Chambers<br>97-627 | A. A. Brown |
| | Vancouver, B. C. | 198 W. Hastings St.<br>Marine 3926 | H. S. Watson |
| | London, W. C. 2, England | 376 Strand<br>Templebar 5875 | H. Suffell |
| Metropolitan Broadcasting Service Ltd. | Toronto, Ont. | 21 Dundas Square<br>Adelaide 0181 | Ken Soble |
| Norris-Patterson Ltd. | Toronto, Ont. | 372 Bay St.<br>Elgin 8461 | M. Rosenfeld |
| | Montreal, Que. | Dominion Square Bldg.<br>Plateau 9556 | W. Wright |
| | Vancouver, B. C. | 198 W. Hastings St.<br>Marine 6268 | W. D. M. Patterson |
| | Winnipeg, Man. | Curry Bldg.<br>96-321 | Hugh Horler |
| Wm. Orr & Co. | Toronto, Ont. | Metropolitan Bldg.<br>Waverley 0306 | Wm. Orr<br>Mrs. J. Loukes |
| Thornton Purkis | Toronto, Ont. | Northern Ontario Bldg.<br>Adelaide 6221 | T Purkis<br>Miss G. Race |
| | Montreal, Que. | Confederation Bldg.<br>Lancaster 8214 | D. Frank Tees |
| Edward W. Reynolds & Co. | Toronto, Ont. | Yardley House<br>Waverley 6157 | Ed. W. Reynolds<br>H. A. Telfer |
| Ronalds Adv. Agency | Montreal, Que. | Keefer Bldg.<br>Plateau 4803 | Russel C. Ronald |
| | Toronto, Ont. | New Wellington Bldg.<br>Adelaide 0237 | R. J. Avery |
| Ruthrauff & Ryan Inc. | Toronto, Ont. | 80 Richmond St. W.<br>Adelaide 4069 | Alan Savage |
| Savary & Co. | Calgary, Alta. | Union Bldg.<br>M 4560 | A. W. Savary<br>G. H. McDonald |
| R. C. Smith & Son | Toronto, Ont. | 80 King St. W.<br>Elgin 9396 | G. A. Phare |

(*Continued on page 240*)

# CANADIAN AGENCIES

(Continued from Page 239)

| Agency | City | Address<br>Telephone Number | Radio Director<br>Chief Timebuyer<br>Other Radio Executives |
|---|---|---|---|
| Spitzer & Mills Ltd. | Toronto, Ont. | 19 Richmond St. W.<br>Waverley 1151 | Grant Adams<br>Miss M. Deens<br>W. B. Byles |
| | Montreal, Que. | Dominion Square Bldg.<br>Plateau 7924 | T. F. Wright |
| Stanfield & Blaikie Ltd. | Montreal, Que. | Dominion Square Bldg.<br>Plateau 9777 | P. Greenberg |
| | Vancouver, B. C. | 675 W. Hastings St.<br>Pacific 8031 | V. Irons |
| Stevenson & Scott | Montreal, Que. | 660 St. Catherine St. W.<br>Harbour 4131 | F. E. Scott |
| | Toronto, Ont. | 100 Adelaide St. W.<br>Adelaide 1166 | F. W. Hunt |
| | Vancouver, B. C. | 402 W. Pender St.<br>Pacific 5824 | Roy A. Hunter |
| Stewart-Lovick Ltd. | Vancouver, B. C. | 198 W. Hastings<br>Pacific 3531 | Fred McDowell |
| | Calgary, Alta. | Southern Bldg.<br>M 1432 | R. McNico |
| | Edmonton, Alta. | Birks Bldg. | Winifred Sutton |
| Tandy Adv. Agency | Toronto, Ont. | 204 Richmond St. W.<br>Adelaide 6362 | J. P. Hamilton<br>E. V. Hammond<br>A. Ackerley |
| J. Walter Thompson Co. | Montreal, Que. | Dominion Square Bldg.<br>Marquette 7794 | J. E. McDougall |
| | Toronto, Ont. | 80 Richmond St. W.<br>Waverley 2648 | A. F. Head<br>Miss P. Sivell<br>P. Mygatt |
| Vickers & Benson | Montreal, Que. | Keefer Bldg.<br>Plateau 5051 | Roland Beaudry |
| | Toronto, Ont. | Reford Bldg.<br>Waverley 1603 | D. F. Benson<br>P. Iler |
| Wallace Adv. | Halifax, N. S. | Roy Bldg.<br>3-7557 | F. R. Wallace |
| Walsh Adv. Co. | Windsor, Ont. | Guaranty Trust Bldg.<br>3-2416 | W. A. McGuire |
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| Whitehall Broadcasting Ltd. | Montreal, Que. | Dominion Square Bldg.<br>Lancaster 6500 | W. Vic George |
| Young & Rubicam | Montreal, Que. | University Tower<br>Plateau 4691 | L. C. Arbuthnot<br>Bryan Devlin |
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# Success Stories: The Effective Use of Radio

## Summary-Index of Articles on Radio Selling and Merchandising Published in BROADCASTING, 1938-43 Inclusive, with Dates of Publication

### Automotive

SELLING RADIO TO USED CAR DEALERS. *By Lew Trenner*, WCHS, Charleston, W. Va. Jan. 15, 1938, p. 24. How radio can be utilized to sell used cars.

CHRYSLER MOVING USED CARS BY AIR. May 15, 1938, p. 11. Chrysler Corp. spends better part of $500,000 for radio spots to move used cars just prior to the appearance of new models. Campaign augmented by local dealers doing advertising on their own.

RECREATING BASEBALL GAMES DRAWS SALESROOM MOBS AND SELLS AUTOS. *By Frank Bull*, Smith & Bull Advertising, Los Angeles. Sept. 1, 1938, p. 30. Beverly Hills auto dealer broadcasts big league baseball games over KMPC from salesroom, recreating them from Western Union ticker and inviting public to attend. Gets prospect list and increases actual sales.

EVERYBODY WINS IN PORTLAND. Nov. 15, 1939, p. 32. Weekly quiz show broadcast over KOIN, Portland, from the showroom of sponsor, while moving used cars, has as its main purpose the promotion of good-will between buyer and company.

AMERICA MEETS THE CHAMPION VIA DISCS. *By Paul Brines*. Dec. 1, 1939, p. 19. Millions learn of Studebaker cars while dealers learn about radio as an advertising medium as Studebaker Co. completes 10 years on the air with a five months campaign using transcriptions over 77 stations.

WHO STARTED THIS QUIZ BUSINESS. *By Fred Baker*, Baker, Cameron, Soby & Penfield, Hartford. April 1, 1940, p. 32. Jack, the Tire Expert, General Tire distributor of Hartford, claims to have the granddad of all quiz programs, having started in 1928. Some have disputed the claim, but none deny that Jack's success in the tire business is due almost entirely to radio.

SELLING USED CARS BY RADIO. *By Ivar F. Wallin, Jr.*, president, Ivar F. Wallin, Jr. & Staff, Los Angeles. Oct. 1, 1940, p. 67. Coast firm, refusing at first to consider radio as a medium for moving its used cars, now has become the largest used car dealer on the Pacific Coast, thanks to a successful experiment with radio. Now using 21½ hours every week.

CAB BUSINESS. Dec. 15, 1940, p. 42. After a trial of two months using spots on four of Washington's stations to familiarize patrons with their phone number, Yellow Cab "call" business increased over 230% and the company immediately arranged for a long-term contract calling for a greater monthly expenditure for radio.

26 HOURS PER WEEK. Feb. 17, 1941, p. 45. Chicago Auto distributor signs big contract with WIND, Gary, Ind., after selling its entire stock of 250 cars in a trial period of five weeks.

LALLY'S SUCCESS. August 11, 1941, p. 37. Play-by-play baseball broadcasts on KSO, Des Moines, brought in the customers to Lally's Service Inc., Des Moines auto repair and service concern.

A BOOM IN AUTO REPAIRING. Sept. 1, 1941, p. 22. Winningham Chevrolet Co., Birmingham, Mich., reports that after its first two months on WCAR, Pontiac, Mich., repair sales rose 57%. Then sponsoring a program of awarding prizes via telephone, sales continued to leap.

LIFE OF A USED CAR DEALER. *By Dick Smith*, Smith & Bull Adv., Los Angeles. March 15, 1943, p. 50. Washington Motors Inc., Los Angeles, attributes a 40% increase in business last year largely to concentration of advertising in radio programs over KMPC Beverly Hills.

BIG SPOT CAMPAIGN BRINGS 80% JUMP IN USED CAR BUYS. March 15, 1943, p. 40. "The Smiling Irishman", successful Los Angeles radio advertiser of used cars, scored an 80% increase in response to a New York campaign to purchase used cars when he added spot announcements on 14 New York area stations to his newspaper campaign. Tony Holzer, New York representative, stated that radio proved best medium. Ten thousand persons to drive to West Coast in the used cars were secured in the same campaign.

U. S. RUBBER BUYS PHILHARMONIC FOR 52 SUNDAYS ON FULL CBS. May 10, 1943, p. 9. Highlights and plans for the $1,500,000 show to keep the firm name in the public notice during the war.

### Clothing, Furnishings And Leather Goods

BROADCASTS BY ADAM HAT BRING BOOST IN BUSINESS. March 1, 1938, p. 30. Expansion of Adam Hat outlets from 400 to 600 stores credited largely to company's fight broadcasts.

CENTRAL SHOE CO. SERIES IS SUCCESS BEFORE TAKING AIR. April 1, 1938, p. 24. Here's a case where the cart came before the horse. A wide-scale promotion drive was under way long before the radio program started: handouts, theatre party for the children, placards, newspaper spreads. When Central Shoe Co., Kansas City, did come on the air over WHB, its audience was already established.

A BIG STORE USES RADIO DRAMATICALLY. *By Edward C. Stodel*, president, Stodel Advertising Company, Los Angeles. July 1, 1939, p. 94. Eastern Columbia Stores of Los Angeles, long a holdout against use of radio because its newspaper ads brought desired results, reluctantly agreed to give radio a trial only if it brought immediate results. A program to broadcast news from the store window using KEHE was planned by its agency. The fact that it has recently signed a long term contract speaks for itself.

OFF THE BEATEN PATH SACHS SUCCESS. *By Paul Brines*. Jan. 15, 1940, p. 26. When a store 10 miles from Chicago's Loop can spend $1,500 weekly on a 50 kw. station, business must be good. A little store back in 1934 started an *Amateur Hour* over WENR; today that store has grown to a modernistic three-story building, known the city over. It's the store radio built.

RADIO'S SHOEPRINTS ON SANDS OF TIME. *By J. B. Kiefer*, vice president and treasurer, Pacific Market Builders, Los Angeles. Sept. 1, 1940, p. 34. Pacific Coast's largest chain of independent shoe stores, already firmly established, was another reluctant venturer into the radio field and, after two years, sings radio's praises. Theirs is a news program but directed toward class preference, with occasional institutional talks, children's angles, and the like.

HOW PROFESSOR PUZZLEWIT SELLS SHOES. *By Hassel W. Smith*, manager, San Francisco office, Long Advertising Service. Sept. 1, 1940, p. 34. Coast shoe chain's quiz program ranks fourth in Coast listener preference following four of the biggest national programs. Idea is a running continuity interspersed with questions rather than question-answer type. Ever since the program's inception in 1937, shoe sales have been rising.

SELLERS OF SALES. Jan. 20, 1941, p. 10. Adam Hats has been using radio since 1928. Business was good. But ever since they started broadcasting prize fights on a nation-wide NBC hook-up, Adam Hats has become a by-word with sports fans the country over. Proof? In 1931 12 stores handled their line; in 1941 there were over 2,000.

FURNITURE THAT MUSIC SELLS. Feb. 17, 1941, p. 38. Concert program, now in its ninth year on KALE, Portland, Ore., has made Powers Furniture Co. one of the most successful dealers in that city. Featuring different items each day, tieing in with double-page newspaper spreads, is the success formula.

90% GOES TO RADIO. April 21, 1941, p. 41. Bell Clothing Co. of Tulsa, Okla., has realized a 60% return from out of town business since it went on the air seven years ago on KVOO, Tulsa. 90% of its advertising budget has since been devoted to radio.

THEIR FAITH IN RADIO PAID. *By Will Russell*, Will Russell & Co., San Francisco. May 12, 1941, p. 58. The Albert S. Samuels Co., jewelers of Oakland, wanted a program that would sell diamonds. They started a man-on-the-street from local hotel, emphasizing the love angle. For 13 weeks the program on KSFO, San Francisco accomplished absolutely nothing. Then the formula began to "take" and within another month sales were up 46%.

FURNITURE STORE'S DREAMS COME TRUE. *By Maury Nee*, advertising director, P. J. Nee Co., Washington, D. C. May 19, 1941, p. 28. Three years ago Dermot Nee, operating a furniture store that has been a leading figure in the Washington mart for 60 years, had a radio inspiration, which led him to the first big P. J. Nee radio program. That in turn led to a bigger and better series, *Dreams Come True*, and when the business volume showed greater and greater increases, they upped their radio budget. It now tops all other media used.

CLIPPER CRAFT BUILDING ON RADIO. Aug. 11, 1941, p. 23. Trimount Clothing Co., Boston, originator of the Clipper Craft Plan whereby individual stores meet the competition of the chains, tried radio on six eastern stations in the fall of 1940. It clicked so well that the company has successively expanded to a network of 63 NBC-Blue stations and spots on 15 stations.

THRIFTEE MAKES SOME MONEY. *By Bert A. Phillips*, United Advertising Agency, Los Angeles. October 13, 1941, p. 52. Thriftee Outlet Co., Los Angeles clothing store, finds itself hopelessly overstocked. Radio comes to the rescue with shelf-emptying results. Sponsor has been on the air ever since with more than 17 hours per week of western music plus one-minute transcribed announcements on most local outlets.

THE CONSTANT HAMMERING AWAY. May 26, 1941, p. 37. C. C. Funk & Sons Furniture Store, Bristol, Conn., decided to try radio on WDRC, Hartford, as a means of boosting sales and bringing in new customers from outlying districts. Successes that followed definitely established radio as a permanent part of their advertising budget.

SCHIFF'S SHOES SHIFT TO RADIO. By Robert Wasdon, sales manager, WGKV, Charleston, W. Va. May 18, 1942, p. 45. "Radio can sell", says the manager of Schiff's Super Shoe Market, Charleston, after 30-day trial of 15 spots daily on WGKV, followed by regular use of 5 spots daily.

RADIO INTRODUCES NEW LINE. Aug. 3, 1942, p. 64. The Pep Boys, Los Angeles manufacturers of auto accessories, who use radio extensively in New York, Washington, Philadelphia and the West Coast, extend their merchandising to sale of work clothes, after four years of successful radio advertising.

NEWS MAKES SALES HEADLINES. *By Milton Lewis*, president, Wm. A. Lewis Clothing Co., Chicago. Aug. 31, 1942, p. 27. Skeptical of its ability to pay for a five weekly quarter-hour newscast, Chicago clothier has boosted business volume so that it is largest in firm's history.

COLUMBIA OUTFITTING CO. LIKES RADIO. *By Bernard Sieroty*, president and general manager, Columbia Outfitting Co., San Francisco. Sept. 14, 1942, p. 52. Not experimentation, but consistent pounding away for years with a definite radio advertising policy, brought 2,000% cash return on original investment time and time again. The company keeps radio in its advertising budget as a *must*.

ONLY A HOLE IN THE WALL. Jan. 4, 1943, p. 38. Barney's men's clothing store found radio could do a job for it when it built a business volume of $250,000 a year to a million and a half dollars, starting with a single radio station and building to seven stations in the New York area with seven and one-half hours time. Radio is only medium used.

RADIO BOOMS A FURNITURE MART. *By William Crane*, president, Crane Bros. Furniture Co., Philadelphia, Jan. 4, 1943, p. 24. A year's sponsorship of a 15-minute news period on WPEN Philadelphia resulted in breaking all sales records for the store's 35 years operation and in a 52-week renewal and allocation of nearly 100% of advertising budget to radio. Show created new market in finer merchandise, brought in more substantial customers.

BUSINESS BUILDER IN TAILOR-MADE DISCS. *By Robert J. Enders*, radio director, Kal. Adv. Inc., Washington April 12, 1943, p. 14. In four months, Kopy Kat, Washington women's wear specialty shops, doubled its retail business with a schedule of musical transcriptions on all six Washington stations. Chesapeake & Potomac Telephone Co., using dramatized transcription on 35 stations, was so successful in getting public cooperation in reducing telephone calls it was able to cancel scheduled announcements for Christmas day when lines are usually flooded. Excellent results were obtained in telling by transcription Capital Transit Co., Washington's story of deferment of employes in campaign for car and bus drivers.

FURNITURE STORES SPEND 5.70-13.29% ON RADIO. June 28, 1943, p. 40. Analysis of radio expenditures by the National Retail Furniture Assn.

### Department Stores

RETAIL ADVANTAGES OF RADIO OUTLINED. Feb. 15, 1938, p. 52. What radio can do for the retailer: Subject discussed before meeting of the sales promotion division of the National Retail Dry Goods Assn., in New York.

SUCCESS WITH SEARS-ROEBUCK. April 1, 1938, p. 48. Yiddish program of newscasts, sponsored by Sears Roebuck of Philadelphia over WDAS, finishes successful first year.

A DEPARTMENT STORE'S HOUR. April 1, 1938, p. 77. Seattle department store gets excellent results on program of music and news over KRSC, featuring daily specials directed primarily to women buyers.

DEPARTMENT STORE EXTENDS CUSTOMER AREA BY PROGRAMS. *By H. Kenneth Taylor*, vice-president, John Taylor Goods Co., Kansas City. June 1, 1938, p. 26. Four years on radio adds new customers from 122 additional counties for Kansas City company using KMBC. Series features a personal service shopper with dramatic background.

DEPARTMENT STORE USES NOVELTIES IN COOKERY PROGRAM. April 1, 1939, p. 84. Cooking school sponsored by Syracuse department store over WSYR so successful that a similar school started for its Rochester store over WHEC.

DEPARTMENT STORE'S SUCCESS. *By William R. Duchane*, advertising manager, W. D. Hardy Co., Mukegon, Mich. April 1, 1939, p. 84. Department store executive tells of success using different types of program and offers a common success formula for them all.

SIX YEARS WITH THE KIDDIES. July 1, 1939, p. 196. Hazleton, Pa., store completes sixth year of sponsorship of juvenile program over WAZL. Finds many calls for specials announced over the air, while its juvenile clothing department has become the largest in the city.

WHEN DEPARTMENT STORES USE RADIO. By J. P. Heverly. Sept. 1, 1939, p. 40. Article discusses department store uses of radio in all its phases. Points out in general that special programs should be used for each section of the store to induce sales and good-will.

DEPARTMENT STORES RENEW. Oct. 15, 1939, p. 34. Sales manager of KSTP, St. Paul, outlines policy for selling department stores.

RADIO SELLS LUXURY ITEMS. Dec. 1, 1939, p. 22. Radio's ability to sell high-priced merchandise proven when Syracuse firm, using WFBL, shows increase of 60% in Oriental rug sales over a period of one year.

(*Continued on next page*)

# Success Stories: The Effective Use of Radio

(Continued from page 241)

TROPHY FOR CHILDREN'S SERIES. Dec. 15, 1939, p. 28. Higbee Co. of Cleveland, using WHK, after only two months on the air, wins *Cleveland Plain Dealer* 1939 radio poll trophy for sponsoring the year's most popular children's program, *Pinnochio.*

RADIO ENDORSED BY DEPARTMENT STORES. Feb. 1, 1940, p. 20. Hows and whys of radio as an advertising medium for department stores analyzed by "board of experts" before NRDGA, from questions submitted by retailers from all parts of the country.

A RADIO FORMULA FOR DEPARTMENT STORES. *By Joseph Creamer* and *John P. Nell.* Aug. 1, 1940, p. 48. Comprehensive study of radio and the department store analyzes the reasons for failure in the use of radio by some stores and offers them a formula for the successful use of the air waves as an advertising medium.

TALENT FOUNDATION AT WMC. Aug. 15, 1940, p. 104. Program sponsored by Sears - Roebuck over WMC, Memphis, auditions young singers and gives them a chance to appear on the air; has discovered many talented youngsters who sing alone or in groups.

SHERMAN, CLAY'S 'QUESTION AIR'. Nov. 15, 1940, p. 46. Program formula for department stores devised by KROW, Oakland, Cal., includes special promotion backed by the advertising department of the department store.

DEPARTMENT STORE PROMOTES BY AIR. *By Leonard A. Murchison,* merchandising and sales director, H. P. Wasson & Co., Indianapolis. Feb. 10, 1941. p. 24. Indianapolis department store shows how its alert use of radio, coupled with clever merchandising tie-ins, has increased the volume of business of one of the nation's finest fashion-minded stores.

IT'S A GIFT IN CLEVELAND. Feb. 17, 1941, p. 18. Large clothing firm with a variety program of news and music, features a new type of give-away. Using three roulette wheels to determine winners of cash awards, the program, heard first over WCLE, and later transferred to WHK, commands one of the largest daytime audiences in Cleveland.

RADIO FIGURES IN A STORE'S SUCCESS. *By Robert E. Bernhard,* apparel merchandising mgr., Wise-Smith's Department Store, Hartford. May 12, 1941, p. 60. Of course corsets are not always an up-lifting subject. But this store gave the problem serious thought and came up with *Figures in Music,* on WDRC, Hartford, designed for younger patrons of the store. Satisfied customers have given the store tremendous good-will, and of course, success with corsets has done it.

DEPARTMENT STORE PIONEER, *By Bernard Winn,* radio director, E. W. Edwards & Son, Syracuse. N. Y., June 2, 1941, p. 34. E. W. Edwards & Son of Syracuse, after 10 years of successful use of radio with various programs, sees careful planning the formula to success. It recommends a coordination of radio and other media of publicity for best results.

MRS. BLOOM'S BOOM ZOOMS SEARS' SALES. *By P. J. Aylward,* manager, Sears, Roebuck & Co., Columbia, S. C. July 14, 1941, p. 26. When Mrs. Bloom took over for Sears, Roebuck & Co., on WIS, and began describing individual rooms in the home and advising homemakers on decorations, sales boomed. The individual sales that built into large unit sales were amazingly handled by Mrs. Bloom.

A DEPARTMENT STORE BUILT BY RADIO. *By K. K. Hackathorn,* sales manager, WHK-WCLE, Cleveland. Sept. 22, 1941, p. 21. Burt's Inc., Cleveland department store, was a modest little jewelry store a decade ago. Then General Manager L. O. Klivans began using radio on an increasing scale. Gradually radio built the store to its present proportions as one of the city's most thriving businesses.

FILENE SYSTEM SAID TO EDUCATE PUBLIC. Jan. 5, 1942, p. 24. George H. Jaspert, commercial manager of WTAG, Worcester, outlines progress in the new technique used by Filene Department Store, Worcester, and describes the possibilities of radio for other retail establishments.

RADIO AIDS DEPARTMENT STORE. By Harry H. Hoessly, sales and promotion manager, WHKC, Columbus, O. Jan. 12, 1942, p. 35. Columbus retailer successfully publicized its Christmas Toyland department by series of programs on WHKC.

RADIO VITAL TO STORES, SAYS SHUMAKER. Jan. 19, 1942, p. 14. Brooks Shumaker, general manager of the Worcester store of William Filene's Sons Co., reports results of extensive radio sales promotion campaign to sales promotion division of National Retail Dry Goods Assn. at annual convention, Jan. 12-16, 1942.

A DEPARTMENT STORE'S BRIEF DRAMAS. By George Glevis, publicity director, The New Boston Store, Utica, N. Y. Feb. 2. 1942. p. 54. Cooperation of this store with WIBX, in an effective series of five-minute dramas, rather than the old advertising technique of bombastic spot announcements, brought surprising results.

DEPARTMENT STORE ANSWERS WOMEN'S QUESTIONS BY RADIO. By I. A. Hirschmann, sales promotion manager, Bloomingdale's, New York. May 18, 1942, p. 67. A metropolitan department store finds radio a timely medium in wartime.

BOLSTERING SALES BOOSTING MORALE. By Lloyd H. Rosenblum, advertising manager, Rosenblum's Inc., Cleveland. May 18, 1942, p. 71. Collaboration of Rosenblum's Department Store, advertising agency and WHK-WCLE, Cleveland, resulted in creation of a broadcast of what goes on behind the war scene in plants, stores, schools, theaters and recreation centers. The series went over big, won customers.

GERBER GOES FOR NEWS IN A BIG WAY. June 8, 1942, p. 20. "We believe that 'tops' in merchandising which is retailing news coupled with 'tops' in news is the best association over the radio that can be obtained for radio distribution" says Benjamin R. Michael, president, John Gerber Co., Memphis, who went all out for radio, to publicize the department store.

DEPARTMENT STORE'S ONE-YEAR TEST. Aug. 10, 1942, p. 49. J. N. Adam & Co., Buffalo, get long range results as well as immediate returns from planned program aimed at recognition and goodwill.

STORE MEETS HALF OF CLIENTELE DAILY. By E. M. Stuart, sales and publicity director, Broadway Department Store, Los Angeles. Sept. 28, 1942, p. 20. Continuing audience surveys lead this store to claim for its news program on KHJ, Los Angeles, that more So. California residents listen from 10:15 a.m. one day to 5:45 p.m. the following day, than to any other program, local or network. Radio advertising enables the store to talk with more than half its customers daily.

DEPARTMENT STORE SERIES STARTED ON COOPERATIVE BASIS. Oct. 26, 1942, p. 54. A 'radio first' on two counts: Sales-resistant retailers decided to use radio advertising, and the seven competitive department stores sponsor the same program on KQW, San Francisco-San Jose.

SALES SECRETS OF A DEPARTMENT STORE. By Walter T. Grosscup, executive vice-president, Lit Brothers. Dept. Store, Philadelphia. Dec. 7, 1942, p. 11. Successful in its use of radio where others have failed, Lit Brothers' radio experience is condensed into a few simple principles and tips for effective selling.

BIG NEWS CONTRACT SIGNED BY GILCHRIST DEPARTMENT STORE. Jan. 11, 1943, p. 40. The Boston store is sponsoring five-minute newscasts every hour on the hour, 8-5 p.m. on WORL Boston. Sound stage and newsroom have been installed on the fourth floor of the store.

RETAIL SALES UP DURING N. Y. STRIKE. Jan. 11, 1943, p. 14. New York department stores dependent almost entirely on radio during a newspaper delivery strike in mid-December, nevertheless had a 4% rise in business during the week of the strike over the corresponding week the previous year. The same increase was true for all store sales that week in the New York Federal Reserve District, but the other areas had newspaper delivery.

A DEPARTMENT STORE'S RECORD. May 17, 1943, p. 14. John Taylor Dry Goods Co., Kansas City, last year entered its eleventh year of successful selling on KMBC Kansas City, featuring Joanne Taylor, store shopper, in 15-minute dramatized program, *Joanne Taylor,* for which officials claim many new customers.

DEPARTMENT STORES CAN MAKE RADIO PAY. *By John A. Garber,* advertising manager, Strawbridge & Clothier, Philadelphia. May 31, 1943, p. 11. Concentrated promotion of items is key to profitable selling, says Mr. Garber, who analyzes department store sales to show why this is so. Five reasons for failures in radio advertising are named and methods to overcome them explained.

## Drugs and Toilet Goods

FROM CELLAR TO COUNTER WITH MASON'S. *By Jack Part,* advertising manager, Mason Remedies Ltd. Jan. 15, 1938, p. 38. In the space of three short years "Mason's 49," a cough remedy, rose from a Canadian basement to the counters of both Canada and the United States, primarily through broadcast advertising.

THE MINUTES OF MINIT-RUB'S DEBUT. *By Joseph M. Allen,* advertising manager, Bristol-Myers. Sept. 1, 1938, p. 22. Bristol-Myers had a new product, a counter-irritant, decided to move it by radio alone. Result: Sales boomed from 0 to 2,800 dozen tubes a month in little over a year.

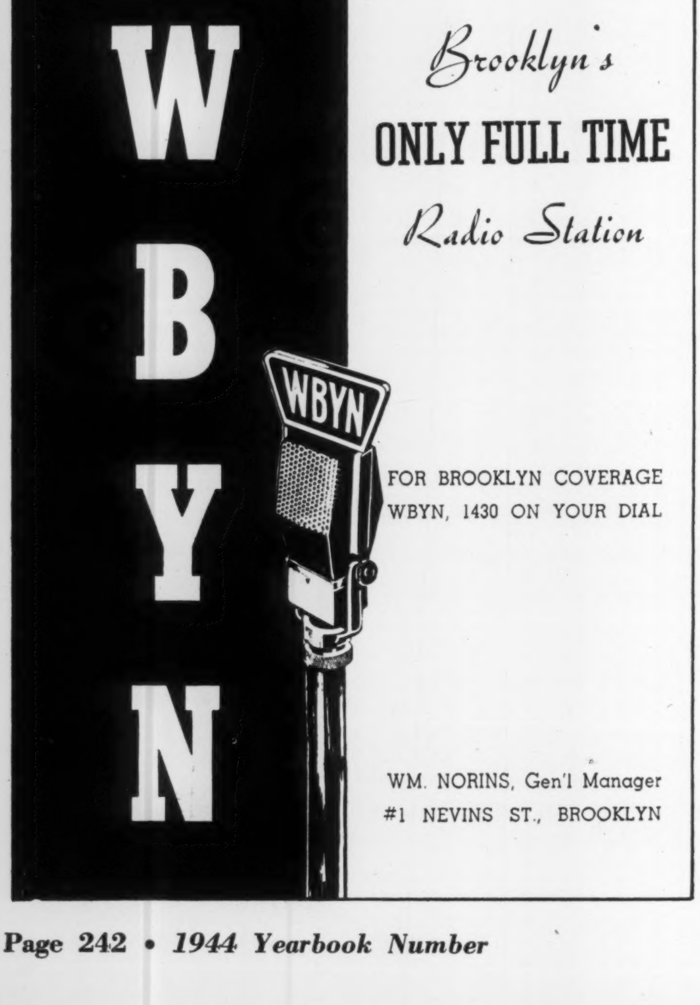
THEY LISTEN IN THE MORNING. *By George Schneider,* radio director, Gerst Adv. Agency, Cleveland. Sept. 1. 1938, p. 54. Ohio's largest drug chain tried something new: A prize contest on a 7 a. m. program. Winners were those who were first to phone in the correct answers to a mystery tune. Prizes were gone after two minutes, and over 500 people called in. They're still doing it.

SALES SUCCESS OF CHAIN DRUG STORES. *By Walter J. Neff,* president, Neff-Rogow Inc., Advertising, New York. Aug. 15, 1939, p. 18. Liggett Drug chain found Phil Cook's *Morning Almanac* brought results plus. No store in the New York area showed in the red after it started using radio. Items mentioned only once sold from three to ten times the normal amount.

PEOPLES STORES GO TO THE PEOPLE. *By A. L. Merrill,* radio advertising manager, Peoples Drug Stores Inc., Washington, D. C. Aug. 15, 1939. p. 18. Peoples has made a very unique use of radio. In its largest Washington store, it has its own studio whence many nation-wide broadcasts have originated, celebrities interviewed, and recordings played. All day, loudspeakers in the store rebroadcast the best programs of the hour. The public have come to know station "PDS" and associate it with all Peoples Drug Stores. In other cities Peoples has used local stations with great satisfaction.

ALKA-SELTZER TAKES THE AIR. *By Walter A. Wade,* Wade Adv. Agency, Chicago. Sept. 1, 1939. p. 58. Miles Laboratories, Elkhart, Ind., thought it had a good product to sell. The best way to let the nation know of it was via the radio. Today, a product never heard of in 1931 has become a household word.

AWAKENING BOSTON'S DRUGGISTS. *By J. Bain Thompson,* Division of Drug Merchandising, WEEI, Boston. Oct. 15, 1939, p. 30. Boston's druggists were reluctant at first to use radio. After some persuasion, they went on the air with *Your Neighborhood Druggist Calling* and not only have they seen intangible results in the good-will created, but tangibly in the general increase in sales.



WBYN

Brooklyn's
ONLY FULL TIME
Radio Station

FOR BROOKLYN COVERAGE
WBYN, 1430 ON YOUR DIAL

WM. NORINS, Gen'l Manager
#1 NEVINS ST., BROOKLYN

RADIO PROMOTION PROVIDES AID TO RETAIL DRUGGISTS. Nov. 1, 1939, p. 28. Methods by which radio can cooperate with druggists to promote products.

CAMPANA'S TEN SUCCESSFUL RADIO YEARS. *By Paul Brines*, Jan. 1, 1940, p. 20. Ten years of radio advertising have done much for Campana. Its market has increased, its sales have soared to undreamed of heights; but more than that, radio sales helped build its ultra modern all-glass factory at Batavia, Ill.

COAST DRUGGISTS TURNING TO SPOT. May 1, 1940, p. 22. The diffidence with which drug chains viewed radio has almost entirely disappeared as evidenced by Pacific Coast chains who are becoming increasingly larger users of the medium for their advertising.

GROCER, DRUGGIST PREFERENCE FOUND FOR USE OF RADIO. July 15, 1940, p. 22. Survey shows that retail grocers and druggists in Kansas regard radio as the most effective national advertising medium for their products.

LISTENERS FOUND BUYERS OF GOODS PROMOTED ON AIR. Aug. 15, 1940, p. 66. Telephone survey, using Winchell's Jergens program as guinea pig, finds that listeners definitely buy products they hear advertised on the air, and the more they listen the more they buy.

CUNNINGHAM TURNS TO RADIO. *By Ivan Frankel*, radio director, Simons-Michelson Co., Detroit. Oct. 15, 1940, p. 82. Cunningham Drug Co., Inc., Michigan drug chain, using 124 5-minute newscasts every week, becomes a household word and increases its ten million dollar annual sales over 8%.

SUCCESS SECRETS OF COLONIAL DAMES. *By Grace Glasser*, president, Glasser-Gailey & Co., Los Angeles. Dec. 15, 1940, p. 22. Success of Pacific Coast cosmetic firm's program heard over seven-station CBS-Pacific network proves that network shows can be inexpensive and unpretentious yet hold as large an audience as the larger national shows on same hookup.

CASH FROM CAMERAS. Feb. 17, 1941, p. 8. Muncie, Ind., Drug dealer, using a weekly program built around material furnished by manufacturers and local events interesting to camera fans on WLBC, finds sales in photographic supplies up over $10,000 in 1940.

NEWS BOOSTS SALES. March 24, 1941, p. 43. Detroit's Cunningham Drug Stores was so satisfied with its radio *News Ace* feature, that it renewed the program over five stations in the Detroit area calling for 123 newscasts weekly.

THEY BUY CHA-GOBE IN HARTFORD. *By E. S. Churchill*, sales mgr., Cha-Gobe Co., Hartford. September 29, 1941, p. 73. Test of street program on WTHT, that city, convinced nasal filters manufacturer that radio was the best medium for instantaneous results.

DRUG PLAN SUCCESSFUL. March 2, 1942, p. 20. Working closely with the Alabama Pharmaceutical Assn. WSGN, Birmingham, reports extraordinary results for its "drug plan" consisting of four quarter-hour weekly broadcasts and a bulletin published for members of the drug association.

DRUG TRADE COOPERATES WITH MILES. *By Oliver B. Capelle*, sales promotion manager, Miles Labs. Inc., Elkhart, Ind. March 2, 1942, p. 20. The manufacturers of Alka-Seltzer and One-A-Day vitamin tablets achieve success in radio advertising by appeal to the entire population, by developing remote regions, by presenting programs the majority like, and by honest claims for their products.

MILES DISC SERIES BRINGS SALES GAIN. March 16, 1942, p. 14. Miles Labs., Elkhart, Ind., sponsors of *Lum 'n' Abner*, renewing the series, reports sales of Alka-Seltzer in Keystone counties, where the programs are aired, to be up 28% over counties beyond range of stations used.

HOOK DRUG STORE CHAIN, AFTER YEAR ON AIR, ENLARGES ITS SCHEDULE. March 30, 1942, p. 43. Successful series of Indiana's largest chain of drug stores, the Hook Drug Co., has resulted in renewal and increased purchase of time.

A SHAMPOO SPONSOR'S DAYTIME SUCCESS. By Myrtle Marrow, president and general manager, Marrow's Inc., Chicago. April 27, 1942, p. 26. Sixteen years of surging sales of Mar-O-Oil demonstrate why this company allots more than 95% of its advertising appropriation to daytime radio.

RADIO SELLS SOME MEDICINE. Aug. 31, 1942, p. 28. Letter of sponsor, Frank Haithcox, Mountain Herb Products Inc., Hickory, N. C., tells of unusual growth of small business and radio advertising with growth of radio station.

PROMOTION FOR 'UNCLE SAM'. March 24, 1943, p. 24. Cohen Drug Stores' sponsorship of the OWI transcribed feature on WCHS Charleston, W. Va., produced an immediate, marked increase in vitamin sales.

## Financial & Insurance

A DETROIT BANK'S PRONOUNCED SUCCESS. *By R. M. Meisel*, advertising manager. Industrial Morris Plan Bank. Detroit. Feb. 15, 1938, p. 30. A $10 bill in one bank has as much value as $10 in another bank—it's the extra plus of service that make the difference. To advertise its "plus of service," Morris Plan Bank of Detroit, pioneered a series of educational programs which clicked. Now maintains full time radio director.

BANK'S BUSINESS. March 15, 1938, p. 53. Weekly series devoted exclusively to business news, sponsored by Central National Bank & Trust Co., Des Moines.

WHEN BANKS TURN TO RADIO. July 15, 1938, p. 32. Chicago bank advertising manager gives reasons why banks should use radio freely, with his formula for successful use of the medium.

RADIO PAYS, BANK DISCOVERS. Jan. 15, 1939, p. 24. When a bank's resources grow from two million to over 11 million in 13 years, and that bank has been a radio user over those 13 years, there must be some correlation between the two facts. Greater Louisville First Federal Savings & Loan Assn. gives radio all the credit for its progress.

PROGRAM AT DAWN IS SUCCESSFUL FOR CINCINNATI BANK. March 1, 1939, p. 76. Fifth Third Union Trust Co., of Cincinnati, using WKRC in a 7 to 7:30 a. m. program, advertised personal loan department to working people before they left for work. Fifteen calls at lunch hour day after the first broadcast proved program a success.

Q—SHOULD BANKS USE RADIO? March 1, 1939, p. 76. Yes, says Fort Wayne bank, as quiz program, successful, is sponsored 39 weeks, and checking and savings departments increase in volume.

INSURANCE SERIES WILL GO NATIONAL. Apr. 1, 1939, p. 26. Successful public relations campaign of the Lawton-Byrne-Bruner Agency, St. Louis (insurance) over KSD.

RADIO—A BANK'S FIRST LINE OF OFFENSE. *By C. W. Grove*, president, Second Federal Savings & Loan Assn., Cleveland. May 15, 1939, p. 15. Five years ago, the Second Federal Savings & Loan Assn. of Cleveland started from scratch. After the first year it started using radio, becoming the fourth largest banking institution in the city. Credit is given to WGAR and radio advertising.

A DETROIT BANK SELLS DETROIT. *By R. M. Meisel*, advertising manager, Industrial Morris Plan Bank of Detroit. June 15, 1939, p. 68. Detroit's bank program of unearthing local composers whose songs have become popular, proves big success and builds good will for the bank.

BUSINESS FIRMS OFFER BASIS FOR BANK'S. PROGRAMS. *By Charles C Alsup*, manager KICA, Clovis, N. M. Sept. 1, 1939, p. 56. *Builders of Clovis* program, sponsored by Citizens Bank of Clovis, salutes firms which have done much in the building of that community. It paid not only in good will but in a large number of new accounts.

SAVINGS COUNSEL FOR OKLAHOMA FOLKS. *By Jack E. Berry*, secretary-treasurer, Oklahoma City Federal Savings & Loan Assn. Nov. 1, 1939, p. 19. The fact that their program, *The Home Folks Counselor*, broadcast over WKY, won a national prize as one of the best sponsored by a bank in the U. S. in 1938.

(*Continued on next page*)

WASHINGTON'S *Own* STATION

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WINX BROADCASTING COMPANY • LAWRENCE J. HELLER, *President* • WASHINGTON. D. C.

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Chicago, Ill.

# Success Stories: The Effective Use of Radio

(Continued from page 243)

TWO SUCCESSFUL FINANCE SHOWS. *By Luther Weaver,* Luther Weaver & Associates, Minneapolis-St. Paul. Nov. 15, 1939, p. 74. Minnesota bank picks up many new accounts with two novel programs. One, for juveniles, offered free a miniature savings bank to parents who came into the bank thus establishing contacts; other offered summer vacation trips in slogan contest.

"IF I GAVE UP ALL BUT ONE MEDIUM." *By Ralph W. Pitman,* president, Morris Plan Bank of Philadelphia. Dec. 1, 1939, p. 34. Mr. Pitman reports radio directly responsible for over half of new customers during 1939, who increased savings 150% and loans 51.7%.

DRAMA IN BANKING. Dec. 1, 1939, p. 72. WCCO, Minneapolis, inaugurates program built around functions of the Federal Reserve System, dramatizing banking activities.

PRACTICAL BANK ADVERTISING. Dec. 1, 1939, p. 34. Advertising manager of Morris Plan Bank of Detroit thinks continued success of banks advertising on radio assured if programs, time and stations changed periodically in order to reach a greater number of listeners.

HOW A BANK USES BROADCASTS. *By Robert J. Izant,* vice-president, Central National Bank, Cleveland. June 15, 1940, p. 72. Cleveland banker offers some hints on methods that have proven successful in that city.

UNCLE SAM SCANS SAVINGS-LOAN PROGRAM. Nov. 1, 1940, p. 48. Analysis by Federal Home Loan Bank Board shows that savings and loan companies must acquaint the public with the services they render and each year they are spending larger sums on radio advertising for this purpose.

LOAN FIRM ON SIX DAYS A WEEK. Jan. 13, 1941, p. 32. Minnesota Federal Savings & Loan Assn., Minneapolis and St. Paul, on the air every day but Saturday with two programs over WTCN and WLOL, using a minimum of time for commercials, traces 243 new accounts directly to radio during the past 12 months.

INSURER'S SUCCESS. March 3, 1941, p. 28. Employers Casualty Co., of Dallas, Texas, has been on the air for six years. In that time their annual premium income has grown from less than one million to over three million. Figure it out for yourself.

MORRIS PLAN'S SPELLING BEE. July 14, 1941, p. 51. For three successive years Morris Plan in Fort Wayne has been sponsoring a county-wide spelling bee that is rapidly becoming a tradition. The station. WGL, and the sponsor have donated a plaque to rotate to the winning school each year.

AUTO LOAN BUSINESS UP 150%. July 21, 1941, p. 36. As a result of this remarkable success over WCSC, Charleston, S. C., the Citizen & Southern Bank is planning to extend its radio activities to its Columbia and Spartanburg, S. C. branches.

A BANK'S QUIZ SUCCESSFUL. September 1, 1941, p. 49. Firestone Park Trust & Savings Bank of Akron. O., tried a quiz program, titled *Was I Right?* on WAKR in that city, and got good results. Two teams made up of prominent citizens of Akron, participated on each broadcast.

SOME TIPS TO BANK SPONSORS. November 3, 1941, p. 26. Dominant financial program preference is for spot announcement, according to an analysis of radio advertising based on a canvas of 795 stations and experience of 688 bank sponsors.

LOANS STIMULATED BY RADIO. Aug. 31, 1942, p. 49. Installment loan business increased by Security-First National Bank, Los Angeles, through consistent use of spot announcements on 11 California radio stations, despite war curtailments.

FROM OKLAHOMA TO 46 OTHER STATES. By Louis W. Grant, president, Home Federal Savings & Loan Assn. of Tulsa. Sept. 28, 1942, p. 18. Experimenting with radio boosted business from one county to 77 Oklahoma communities outside Tulsa and to 46 other states besides.

## Foods and Beverages

DR. PEPPER BEGINS ITS FOURTH SEASON. March 15, 1938, p. 20. Dallas beverage company begins fourth season on special Dixie Network, with its *Pepper Uppers,* which has been one of the most successful commercials in radio history.

SELLING WATER AT FLOOD TIME. *By Harry W. Witt,* CBS Southern California sales manager, Hollywood. April 1, 1938, p. 40. So successful was the selling campaign of California Consolidated Water Co. during floods that it started regular daily commercials over KNX, Hollywood, for a 52-week period.

CREAM OF THE MEDIUM CROP. *By R. W. Byrne,* account executive, Campbell-Ewald Co., San Francisco. Apr. 15, 1938, p. 52. Born in the height of the depression, Marin Dairymen's Milk Co., using KFRC, San Francisco, has become a leading milk distributor in that city, and its weekly program, *The Marin-Dell Amateur Hour,* has the highest ranking of any locally produced program in that area.

CONTEST FOR WOMEN'S CLUBS. May 1, 1938, p. 25. Social groups compete for cash prizes in series sponsored by Atlanta A&P stores over WATL.

THE REGIONAL SUCCESS OF S&W FOOD. *By Emil Brisacher,* Emil Brisacher & Staff, San Francisco. May 1, 1938, p. 30. Can a regional advertiser create a program that will vie in popularity with the large transcontinental competition? S&W Fine Foods has proved it can be done with its *I Want a Divorce,* which has rapidly become one of the leading programs on the Coast.

WHEN THE MARINES TELL ABOUT 7-UP. *By Grace Glasser,* president, Glasser Advertising Agency, Los Angeles. June 1, 1938, p. 14. So successful has their program, *The Marines Tell It To You* been, and so great the demand for the product as a result, that 7-Up Bottling Co. of Los Angeles is doubling its plant capacity to meet this radio-made demand.

MRS. TUCKER'S SHORTENING, Sept. 15, 1938, p. 28. Interstate Cotton Oil Refining Co., Sherman, Tex., used several media to advertise its Silver anniversary. Radio, it found, proved the most successful by far, as seen by the results of various contests held as part of its advertising scheme for the event.

AN A. M. CUSTOMER GETTER. March 1, 1939, p. 74. *Bargain Hunter* program over KDYL, Salt Lake City, has proved a morning customer-getter by interviewing shoppers at the Grand Central Super Market, sponsors of the program. Prizes in merchandise are offered while placards throughout the store remind customers of the broadcast.

BAKERY PRESENTS NEW BRAND, USING SPOT RADIO ALONE. *By Wayne Varnum,* Iowa Broadcasting Company. March 15, 1939, p. 34. Zinsmaster Bread Co., of Des Moines, had a new name to put on the bread market. Using KSO and KRNT, it worked on the theory that if the housewife heard the name enough times it would become fixed in her mind.

A BREATH TAKER. March 15, 1939, p. 55. Houston food store chain using KPRC sells items successfully by announcing daily specials plus one super "breathtaking special."

RADIO AT THE POINT OF SALE. *By Paul C. Brines.* March 15, 1939, p. 56. *Feature Foods* on WLS, Chicago, not only advertises different companies' products but maintains a crew who makes contacts with the customers and supplies additional merchandising information for their clients. Personal interviews, speeches to women's clubs and the like give the program a more personal touch.

BORDEN'S SUCCESS ON PACIFIC COAST CREDITED TO RADIO. May 1, 1939, p. 70. On the air since 1937, Borden's has become the largest user of locally-produced radio programs in the West, using news programs featuring a local angle. Displays in stores and on trucks help keep name before the public.

WEST COAST TAKES TO CHEESE. *By Edith Abbott,* Botsford, Constantine & Gardner, San Francisco, June 15, 1939, p. 65. Tillamook Cheese, a West Coast company, ventured into radio rather timidly, but when 3,000 cheese graters with proof of purchase of 2 lbs. of cheese were sold, it was convinced.

CANADA DRY STORY OF SALES INCREASE NARRATED BY NBC. Aug. 1, 1939, p. 26. Steadily mounting business while general grocery sales index was declining traced directly to its quiz program.

CALISTHENIC PROGRAM GETS CHICAGO SPONSOR, OTHERS EXPECTED SOON. Nov. 1, 1939, p. 32. Chicago creamery takes over sponsorship of former sustaining program which had been highly successful—a daily calisthenic series over WGN.

A DAIRY BOOSTS ITS SALES. *By Gordon Daline,* Olmsted-Hewitt Adv. Agency, Minneapolis. Nov. 1, 1939, p. 50. When dairies of the Twin Cities discontinued advertising on a cooperative basis, Ohleen Dairy of Minneapolis found a new formula in advertising over WCCO with a program appealing to women; its products have been climbing consistently ever since.

PERKO, NEW CEREAL, DEBUTS VIA RADIO. Nov. 1, 1939, p. 58. After only one month on the air, Minneapolis company highly pleased with sales results obtained through advertising its new product over North Central Broadcasting Systems.

KROGER DISCOVERS HEARTS ARE TRUMPS. *By Helen Kennedy,* assistant in charge of radio to A. E. Johnston, advertising director, Kroger Grocery & Baking Co. Nov. 15, 1939, p. 21. Coffee company finds programs directed to women's heartstrings sells dated coffee in big way.

RETAILERS REVEAL RADIO PREFERENCE. Dec. 1, 1939, p. 41. Survey in New York metropolitan area shows retail grocers and middlemen prefer radio as the best means of advertising grocery store products.

A DAIRY OPENS THE DOOR. *By Frederic W. Ziv,* Frederic W. Ziv, Advertising, Cincinnati. Jan. 15. 1940, p. 42. Following up the tremendous demand for copies of the daily script of *Secret Diary,* French-Baur Dairy Co., Cincinnati, found that by delivering them in person it sold its product to 75% of all homes contacted, and many of these have become steady customers.

LITTLE BUDGET. BIG RESULTS. *By Ed. S. Stokes,* president. Stokes Canning Co., Denver. Jan. 15. 1940, p. 78. Small advertiser with limited budget puts his money in radio program and sales rocket to 16¾% over any peak in last 29 years.

DOLE RADIO DRIVE PROVES A SUCCESS. Mar. 15, 1940, p. 30. Sponsors of Al Pearce show (Dole Pineapple) discover its first use of the air medium more than fulfilled expectations.

DAIRYMAN'S DREAM COMES TRUE. *By Harold S. Kahm.* Apr. 15, 1940, p. 87. Quiz for parents on child-raising brings women to plant for broadcast and entertainment. Program undertaken by firm as an experiment in radio proves big success.

BREAD AND THE REDUCING DIET. *By William H. Horsley,* president. Pacific National Advertising Agency, Seattle. May 15, 1940, p. 78. Seattle bread firm conducts health club over KOMO, and sells bread to ladies who want to reduce.

TEASER CAMPAIGN FOR COFFEE CAN. May 15, 1940, p. 78. Des Moines coffee firm precedes appearance of new product with announcements which at no time mentioned the name of the product—merely informs public to be on the watch for it.

SUCCESS FORMULA. Aug. 1, 1940, p. 151. Prize-winning formula in Tacoma advertising contests over KVI has mixture of ingredients: sound "selling" copy, good station and consistent schedule, persistently maintained.

HOLLYWOOD GOSSIP SELLS FOR SUNKIST. Aug. 15, 1940, p. 100. Hedda Hopper's Hollywood gossip sells oranges and lemons and brings 52-week contract from 13-week trial by California Fruit Growers Exchange.

ADVERTISING AND AMERICANISM. Oct. 1, 1940, p. 63. Timely topic stressing the American peoples' freedom to choose as they please, used on Borden program (milk), finds an interested public and gets enthusiastic reception.

GROCER, DRUGGIST PREFERENCE FOUND FOR USE OF RADIO. July 15, 1940, p. 22. Group of surveys by Prof. Summers, of Kansas State College, show Kansas retail grocers and druggists regard radio as the most effective national advertising medium for its products.

STALE BREAD PROBLEM SOLVED. *By Charles Quimby*, advertising manager, Quimby Baking Co., Uhrichsville, O. July 15, 1940, p. 26. Bread company has problem with bread which could not be sold; talk it over with WWVA, Wheeling, which suggests program featuring male singer, and contest. P. S.: No more stale bread.

HAPPY BAKERS. March 3, 1941, p. 44. Bakers of Mankato, Minn., were in a dilemma. Bread sales kept falling. What to do about it? They appealed to KYSM who arranged an audience-participating quiz program. Bread wrappers started to pour in. Sales boomed and the bakers are again happy.

WHEN RADIO SUPPORTS THE STAFF OF LIFE. *By Milton Peterson*, general manager, Peter Pan Bakeries. March 3, 1941, p. 11. Here's one company which is firmly convinced that a well-established program can challenge any other medium in the field of quick response to direct-action-new-product selling. They have been using a plain folksy story called *Toby and Susie* which has a large established audience—and those listeners buy bread!

S. & F TALKS OVER ITS SOARING TURNOVER. *By Tom Paul*, advertising manager, Smart & Final Co., Los Angeles. March 17, 1941. p. 11. The smart thing to do, S & F, West Coast wholesale house decided, was to let radio sell its groceries. They bought a piece of reasonable radio time on KFAB, Los Angeles, and sat back to see what would happen. It happened, and S & F came back for more with *Johnny Murray Talks It Over* on KFI. Well, 27,000 sets of silver and three carloads of glassware as premiums tell the story pretty well.

NOTHING BUT RADIO. Dec. 1, 1940, p. 26. Chico, Cal., grocery firm persuaded by KHSL to place its entire advertising budget for air time, finds an increase of 32% in it sbusiness within a few weeks.

IT'S SAFETY FIRST. Dec. 15, 1940. p. 85. Safety program, sponsored by Fort Wayne bakery over WGL, not only benefits the citizens of that community but brings increased bread sales for the firm.

TURKEYS GOBBLED. Dec. 15, 1940, p. 69. Turkey farm using KROW, Oakland, exclusively, doubled its business in 1940 over the previous year.

THE SALES OF BREAD AND CAKE RISING. April 14, 1941, p. 44. When Continental Baking Co., started to take its *Your Marriage Club*, on the road it played to an average of 5000 people a show. To get into the show, each person had to go to its Wonder Bread dealer to get a ticket. That killed two birds with one stone. It brought good will and sold the bread. Perfect combination.

STORY OF PRESSURE. May 5, 1941, p. 46. A Des Moines company had a new product to market and realized it would be tough to put over. They turned to KRNT, that city, and within a month sales quadrupled.

IT SELLS AND IT CREATES GOODWILL. *By Robert J. Davis*, vice president, Brisacher, Davis & Staff, Los Angeles-San Francisco. June 2, 1941, p. 18. It was an old problem with the farmer. Middleman expenses. A cooperative group on the West Coast decided to use radio to try to beat it. They put on *The American Challenge*. Today it carries the load of acquainting housewives on the Coast with their fresh products. Increased business reflects the results.

SPOTS MOVED THE APPLES. June 30, 1941, p. 24. An intensive three-a-day schedule of spot announcements on 25 stations resulted in the disposal of a Washington State bumper crop of what might have been a total loss due to the closing of export markets in warring countries.

MORE THAN A KRAFTY FOOT IN THE DOOR. *By John H. Platt*, advertising director, Kraft Cheese Co., Chicago. July 14, 1941, p. 11. Eight years of continuous sponsorship by Kraft has made sales history for the company. From the first two-hour network show on NBC in 1933 to the present *Kraft Music Hall*, Kraft has shot its sales messages to the public in a concentrated and successful form.

BEHIND THE STROH CURTAIN. *By Arden Yinkey*, Zimmer-Keller, Detroit. July 21, 1941, p. 34. Quality musical program featuring 36-piece all-string orchestra, did a fine merchandising job for Stroh Brewery Co. of Detroit. The half-hour evening show was presented before capacity audiences in and around the city. Station used was WJR.

A BUCK FOR A BOX—THE MILLER METHOD. *By J. J. Werner*, sales and advertising director, Miller Cereal Mills Co., Omaha. July 28, 1941, p. 22. Starting from scratch, Miller successfully introduced a muffin mix by radio and then followed up with a hit program that paid a buck for each of the sponsor's box tops found in the home of housewives called during the show.

SELLERS OF SALES. September 29, 1941, p. 38. *Adelaide Hawley*, editor of WABC's Woman's Page of the Air, makes good use of her knowledge of the housewife's problems in her broadcasts for the New York State Bureau of Milk Publicity and the Krug Baking Co. Both sponsors have had remarkable response in the New York area.

TILLAMOOK GETS $10.90 FOR EVERY $1. *By David M. Botsford*, president, Botsford, Constantine & Gardner, Portland, Ore. October 13, 1941, p. 18. Tillamook County Creamery Assn. of Portland, Ore., has found its weekly 15-minute Coast regional network program an effective and profitable low-cost advertising medium.

SELLERS OF SALES. R. C. Williams Co., New York, distributors of Royal Scarlet brands (food products), were determined to put Royal Scarlet brand name back in the public mind. Radio was tried so successfully that within four months the Williams Co. had expanded its radio time threefold. October 13, 1941, p. 53.

A LIVESTOCK MARKET PROSPERS. October 20, 1941, p. 33. North Portland Livestock Market News and Educational Foundation, Portland, Ore., started a daily noon quarter-hour livestock market commentary on KEX, that city, resulting in increased business for the market. Estimated daily listening audience is 250,000.

SUCCESS FOR SUPER MARKET. October 27, 1941, p. 40. *Charles Crouch*, vice-president of Super Market Institute and manager of 22 Lucky Stores in Northern California, tells of the Lucky Stores' radio success on KGO, Oakland. Super Markets Institute Convention in Philadelphia was so impressed that many Super Market operators planned similar promotional tieups.

NATION HAS ANOTHER CUP OF COFFEE. *By Michael A. Raymond*, account executive, Buchanan & Co., New York. March 9, 1942, p. 14. Extensive merchandising program conducted by stations in different sections of the country in cooperation with the Pan-American Coffee Bureau of New York has resulted in a "coffee-conscious" nation. Screen announcements, direct mail, special events, broadcasts, spot announcements and other media were used.

RADIO PEDDLES THE GROCERIES. *By A. L. Moragne*, merchandising service manager, Robert Orr & Co., Nashville. May 11, 1942, p. 106. Hermitage food products' sales boom with radio publicity.

FARM CO-OP UPSETS AN OLD THEORY. *By Fred W. Meyer*, president and manager, Michigan Milk Producers Assn. June 8, 1942, p. 22. Michigan milk consumption took a "noticeable upturn" after dairy farmers of the local area used WWJ, Detroit, to tell the story of the dairy farmer and the Michigan Milk Producers Assn. through *Cream of the News* programs.

WOMAN COLUMNIST USED SUCCESSFULLY BY NEW YORK FIRM. *By Walter B. Bruce*, advertising manager, H. C. Bohack Co., New York. June 8, 1942, p. 46. Sales of Tenderay beef advertised on Mary Margaret McBride's broadcast were up 29% over previous year, says this executive of a New York firm.

BRASS RAIL FOR GOOD OLD DAYS. June 29, 1942, p. 41. The Brass Rail restaurant, located in the most competitive restaurant spot in the world, Times Square, New York, experimented with a series of 'memories' programs, *Moment of Memory*, which proved their worth within a few weeks.

TENDERONI SOLVES PRIORITY PROBLEMS. Sept. 7, 1942, p. 12. Heavy advertising and courageous pioneering with a new product when Government priorities removed from the market Van Camp's biggest seller, pork and beans, resulted in a sales record for Tenderoni equal or better than the old pork and beans record.

PET'S FIRST CHOICE. Oct. 19, 1942, p. 58. For the tenth year, Pet Milk Co., St. Louis, renews its CBS contract for *Mary Lee Taylor* and for the seventh its contract for *Saturday Night Serenade*. Firm has increased business 166% since it first started radio advertising.

LITTLE JOYCE'S BIG BOOST. Nov. 9, 1942, p. 32. Popular sales assistant on KROC, Rochester, Minn., is Little Joyce, 'Sonovox' personality who increased sales of Nesbitt Orange drink 31% during a one-month spot campaign.

SPECIAL TECHNIQUE NEEDED IN APPEALS TO LATIN AMERICA. Nov. 9, 1942, p. 41. "Radio used with intelligence is our most important method of communicating goodwill. Used carelessly, it can turn upon its handler", says the United Fruit Co., probably the oldest and largest American firm doing business South of the Rio Grande. Firm tells how radio advertising of North American products can be effective in Latin America.

COCA COLA PLANS THIRD BLUE SERIES. Jan. 25, 1943, p. 12. Firm enlisted Coca Cola bottlers to buy the time while it provided production and talent for a new BLUE series 3-3:15, Monday through Friday afternoon.

NO RULES FOR 'BREAKFAST AT SARDI'S'. By John Masterson, manager, *Breakfast At Sardi's*, Hollywood. April 26, 1943, p. 56. How an astounding mail pull was built by tossing rules out the window. The records broken and how a national sponsor had to ease up on commercials because he couldn't supply the increased demand are told.

EARLY BIRD—MILKMAN MAHONEY. *By Jean Kerr*, radio copy chief, Lewis Edwin Ryan Agency, Washington. Oct. 11, 1943, p. 20. Thompson's Dairy, the sponsor, won't talk, but looks happy and has renewed Claud K. Mahoney's news on WMAL Washington on a 12 months basis for seven times straight. Mahoney adroitly ties in his plugs with the news, keeps his listeners guessing how he'll do it next.

## Housing & House Furnishing

OLDEST PROGRAM OF THEM ALL. Apr. 15, 1938, p. 44. Sachs Quality Furniture, New York, disputes Cities Service claim as the oldest program on the air. Say it preceded by over two years, having gone on the air Nov. 21, 1925.

WHK'S NEW SERIES STIRS REALTY MART IN CLEVELAND AREA. June 1, 1938, p. 47. Novel program describes properties available and advises public to visit them. At same time pamphlets listing all such properties widely distributed.

BOB'S AND JUDY'S COTTAGE. Aug. 1, 1938, p. 18. WAPI, Birmingham, sponsors real estate promotion scheme with a program describing hopes and experiences of a young couple in planning and building a new home.

THE HOUSING BOOM THAT KFPW BUILT. *By Jimmie Barry*, advertising manager, KFPW, Fort Smith, Ark. Aug. 1, 1938, p. 19. A mild boom in the building trades was started when KFPW decided to undertake the building of a model home at its own expense in an effort to educate the public in the problems involved in building a new home. The house was promptly sold, the building trades began to pick up and KFPW has been widely praised.

THE HOUSE GOES TO THE BUYER. Jan. 1, 1939, p. 19. Milwaukee real estate firm broadcasts direct from rooms of "Dream House," describing it and getting visitors' reactions. Over 3,000 people turn out to see the home which was sold within two days.

HOUSE WAS SOLD. Feb. 1, 1939, p. 81. Phoenix realty firm using KTAR sells property valued at $15,000 for a total advertising outlay of $161.25, in two weeks time.

(*Continued on next page*)

BE SURE YOUR BUDGET INCLUDES . . .

. . . *the active voice of*
NEW BERN, NORTH CAROLINA
*SERVING THE WORLD'S TWO LARGEST PERMANENT MARINE BASES and*
*one of Carolina's richest markets*
FIRST WITH U.P. NEWS . . EVERY HOUR . . EVERY DAY!

# Success Stories: The Effective Use of Radio

(Continued from page 245)

YOUNG AMERICA SELLS THE NORGE LINE. *By George Fulenwider*, sales manager, Southern Bearing & Parts Co., Charlotte, N. C. June 15, 1939, p. 17. Charlotte firm sells Norge refrigerators via WBT by sponsoring children's show. Eliminations held through local civic groups and finalist appear on program, which not only builds sales and dealer acceptance, but holds civic interest and inspires good-will.

THE FHA SENDS AN INVITATION TO SPONSORS. *By George T. Van der Hoef*, Chief, Radio & Motion Picture Section, Federal Housing Authority. Oct. 1, 1939, p. 20. For five years the FHA has used radio in its program of education in home building. Over that period it has backed several types of programs all to the same end. Today, FHA feels that the "log-jam" in housing has been broken and in large measure credits radio for its success.

FOOD SHOW RECORD. Oct. 15, 1940, p. 75. Omaha Food Show, featuring three network shows, brought to Omaha by WOW, breaks all attendance records of the last 35 years.

RADIO-BUILT HOUSE IN CAROLINA. Jan. 20, 1941, p. 12. To educate its audience in the problems of home-making from the ground-breaking to the house-warming, WCSC, Charleston, S. C., sponsors the building of a model home, broadcasting for 15 minutes each day on-the-spot with an informal serial.

THEY ALL KNOW THE WILF BROTHERS. *By Philip Klein*, president, Philip Klein Adv. Agency, Philadelphia. Feb. 24, 1941, p. 16. Philadelphia firm selling floor coverings and venetian blinds, trying radio over WFIL just a year ago, finds a real boom in sales after over 25 years in business. Owner of store broadcasts commercials in person, establishing a closer relationship between store and buyers; sales increases show the public likes the friendly contact.

BROADCASTS CAN SELL PIANOS. March 31, 1941, p. 34. Various programs the country over have shown that radio can move pianos, says report of National Manufacturers Assn.

SELLERS OF SALES. March 10, 1941, p. 24. Since 1928 the Benjamin Moore & Co. (paints) has been on the air with *Betty Moore*, a program setting forth the problems of interior decoration. Betty Moore also conducts a club, the members of which get a free decorating booklet each fall and spring. Since taking the air mail responses have doubled each succeeding year except 1938. In 1928 there was one factory now there are seven.

REALTORS GETTING RESULTS FROM RADIO. *By Samuel J. Henry*, radio director, Vincent Tutching & Assoc. April 7, 1941, p. 18. Homes are a pretty big item to try to move via radio. WJSV, Washington, went out whole hog. They had homes for sale from four to 40 thousand dollars. First week *Homes on Parade* had 3 sponsors, by the 7th week the program was sold out with 15 participating sponsors. One reports nearly $250,000 increase in sales over last year. Proof enough that radio can move large items.

RADIO SAMPLES MERCHANDISE. *By Russell B. Wells*, vice-president, Charles E. Wells Music Co., Denver. May 5, 1941, p. 43. Good-will sells merchandise as well as high pressure salesmanship. So Wells Music Co., Denver, conducts free music classes, a Junior police band and a marimba orchestra, in connection with its *Wells of Music*, on KOA, Denver. Does it work? Well, the company just renewed its 52-week contract.

FIVE SPONSORS WITH ONE IDEA. June 2, 1941, p. 23. Five companies cooperate to give the public information on building to sell homes they have had a hand in building. Although the program is young, many houses have been sold and many rival companies are trying to get time on the program—a good indication that it's going over.

In Oakland . . . .

*the largest*

Department Store . .
Apparel Shop . . . .
Furniture Store . . . .
Jewelry Store . . . . .
Bread Bakery . . . . .

*are on* KROW *exclusively!*

These, together with added scores of national and local advertisers who are on Oakland's progressive station, make mighty convincing evidence that...

Radio in Oakland means

KROW

RADIO CENTER BUILDING
19th and Broadway
OAKLAND 12, CALIFORNIA
Philip G. Lasky, *General Manager*
Studios in Oakland and San Francisco

FREE & PETERS, INC., *Exclusive National Representatives*

11 HOMES WERE SOLD. June 2, 1941, p. 24. How to sell homes? Here's one formula that worked. An announcement on a popular participating program of the coming of a broadcast remoted from a new home; a one time broadcast of that remote. Result: 11 homes sold.

A LOCAL'S $50,000 HOUSE. July 14, 1941 p. 24. WJLS, Beckley, W. Va., invited building manufacturers of all types to join in building a cooperative model house on a half-cash, half-time basis. A daily broadcast from the construction site plugging the homes resulted in more business for the participating firms.

HOW RADIO SELLS FURNITURE. July 21, 1941, p. 33. A survey conducted among 2,000 furniture retailers, shows that three-fourths of furniture retailers using radio get satisfactory results.

MRS. BLOOM'S FURNITURE SUCCESS. October 20, 1941, p. 28. Morrison-Neese furniture store, Greensboro, N. C., was having trouble selling its budget line until *Winifred Bradford Bloom* arrived fresh from a successful season at WIS, Columbia, S. C. Mrs. Bloom's informal, artistic morning broadcasts on WBIG, Greensboro, brought the customers in droves and another Bloom boom was created.

A FURNITURE STORE'S EXTRA PUNCH. *By Sol Laderberg*, advertising manager, A. J. Legum Furniture Co., Norfolk. Sept. 14, 1942, p. 49. Radio offer of proprietor to buy War Bonds with money coming in from special sales events brought tremendous returns. Firm is "sold" on radio.

SACHS 20 YEARS OF RADIO. Sept. 28, 1942, p. 49. Investing millions in radio has brought big returns to Sachs. The furniture store celebrated 20 years of continuous radio advertising on most of New York's stations at one time or another.

## Lubricants & Fuel

PAINLESS COMMERCIALS TO MARK ATLANTIC REFINING GRID SERIES. *By J. Frank Beatty*. Sept. 15, 1938, p. 15. Atlantic Refining Co. holds school sessions for announcers to teach a uniform method of presenting football games sponsored by the company. Stresses painless commercials.

OIL FIRMS DOMINATE FOOTBALL AS SCHEDULES GET UNDER WAY. Oct. 1, 1938, p. 20. As in the previous year, 1938 football broadcasts will be dominated by oil firms. Largest schedules handled by Atlantic, of Philadelphia, Tidewater, San Francisco, and Humble, of Houston.

ESSO ON THE AIR. Jan. 15, 1939, p. 11. Talking film *News on the Air*, tells the story of the collection, preparation and dissemination of UP news for the *Esso Reporter* broadcasts.

D. L. & W. PREFERS BLUE COAL TO RED INK. *By Bruce Robertson*. Oct. 15, 1939, p. 40. *The Shadow*, sponsored by D. L. & W. (the only producer of Anthracite to use network broadcasting) has aided in gaining for its sponsor tremendous increases in sales, in direct contrast to the general trend in the Anthracite industry.

RADIO AND CANDY SELL GAS. *By Wayne Varnum*, KSO-KRNT, Des Moines. Jan. 15, 1940, p. 44. Candy and gas do mix. To advertise three new gas stations in Des Moines, Hubbel Oil Co. of that city offered, over KSO, a free candy bar to each person in a car purchasing gas. Premium booklets given away at the same time helped create steady customers.

MIDWEST VENTURE SELL OHIO OIL CO. ON RADIO POWER. Jan. 15, 1940, p. 44. Music contest so successful that the original NBC-Blue network has been extended from 5 to 10 stations, reaching from Fort Worth to Chicago.

INTERESTING THE OIL INDUSTRY. June 1, 1940, p. 102. KVOO, Tulsa, gives complete coverage of the International Petroleum Exposition held in that city, in order to interest more petroleum dollars in radio.

13 CONSECUTIVE YEARS WITHOUT A CHANGE. *By Elliott McEldowney*, advertising director, Cities Service Co. March 15, 1940, p. 22. For 13 consecutive years, Cities Service, by merchandising good music has built up a tremendous market for its petroleum products. Key to its success lies in its well-rounded merchandising campaign, with a dignified motif predominating.

ASSOCIATED TO SPEND $250,000 IN 15TH GRID SEASON ON COAST, Sept. 15, 1940, p. 26. Tidewater Associated Oil Co., spends $250,000 to bring 85 Coast games over 70 stations. Promotion drive includes handouts with complete schedules at each of its service stations.

THEY TRIED RADIO. Jan. 13, 1941, p. 20. Des Moines coal company, abandoning all other advertising media for radio—using KSO and KRNT—finds 1940 sales up 20% over the previous year.

THIRTY SECONDS TO GO IN DENVER. Jan. 20, 1941, p. 43. Quiz contest sponsored by Bay Petroleum Corp., over KOA, Denver, calls contestants who have registered at neighborhood stations, by phone and poses question to be answered within thirty seconds. Prizes are in form of credit memo for certain number of gallons of gas. Average of six new customers per day since contest started.

THE NEWS THAT MOVES RICHFIELD'S OIL. *By Robert M. Hixson*, Hixson-O'Donnell Advertising Inc., Los Angeles. Jan. 27, 1941, p. 20. Richfield Oil Corp. of California claims its 15 minute newscast, *Richfield Reporter*, heard six times weekly over Pacific Coast NBC-Red, to be the longest success in the history of network radio. Anyone who has any counter-claims will have to show evidence to better Richfield's record of over 10¼ million give-aways since 1932, for each represents a personal call.

THE 700TH 'STANDARD SYMPHONY HOUR'. March 10, 1941, p. 18. For 13 years, the Standard Oil Co. of Cal., has sponsored a symphony hour during which no commercial announcement has been used. Their measuring stick of success is calculated in the volume of good-will that is constantly paying off in dollars and cents.

AN IDEA THAT SUCCEEDED PDQ. *By Chet Crank*, Dana Jones and Chet Crank Inc., Los Angeles. May 5, 1941, p. 34. When the Petrol Corp., Los Angeles, went looking for a radio program they wanted one that would have to be inexpensive and have general public appeal. They went to KFI, Los Angeles, and came up with *PDQ Quiz Court* which was the answer to their prayer—for it merchandised itself and built both good-will and new customers.

## Public Utilities and Transportation

BEAUTY TIME IN AKRON—A UTILITY'S SAGA. April 15, 1938, p. 40. Beauty and kilowatts got together in the head of George A. Webber, advertising manager for the Ohio Edison Co., and out came his brainchild, *Reddy Kilowatt—Your Electrical Servant*, which promptly sold 34,000 copies. Then followed a radio series, *Ruth and Reddy* tying in with the book and showing how the mythical Reddy could make women more lovely. Local distributors ran radio contests and gave away electrical appliances, so great was the success of the venture.

GOOD-WILL FOR TRANSIT FIRM. *By Karl B. Mickey*, director of public relations, Cleveland Railway Co. July 15, 1938, p. 26. Cleveland Railway Company, using WHK, satisfied that its program of bringing new names to radio—selected from local talent—has paid by creating extensive good-will.

JOINT GAS SERIES PROVES SUCCESSFUL. Oct. 1, 1938, p. 28. So pleased was the American Gas Assn. with responses to its program, *Mystery Chef*, now finishing its third year, that plans are being made to continue it for a like period in the future. Over 12½ millions of the "Chef's" recipe book had been distributed by local dealers during that period.

HOW RADIO SERVES THE ELECTRIC UTILITIES. *By R. T. Harris*, R. T. Harris Advertising Agency, Salt Lake City. Oct. 15, 1938, p. 19. Survey shows electric utilities on average spent 9.6% of total advertising appropriation on radio; uses a musical program in the mid-morning or evening hours, with spot announcements for special promotions, favors spot for all-around effectiveness and is on the air consistently over a nine months' period each year.

SELLERS OF SALES. April 28, 1941, p. 46. When an advertiser buys radio time for a 30-day trial and the program is still going strong after 5½ years—that's success in any man's language, especially to Chicago & North Western Railroad, sponsor. Surveys show it grows more popular with age.

A UTILITY TELLS ITS STORY. *By Harvey A. Brassard*, Syverson-Kelley Inc., Spokane, Wash. June 15, 1942, p. 62. The Washington Water Power Co. reached a wide audience through its radio series, the *Reddy Kilowatt Kitchen Kwiz* on KFPY, Spokane, and got its message to the public in an entertaining manner.

GOOD MUSIC FOR UTILITY PROGRAMS. *By Richard Oddie*, Radio Timebuyer, McCann-Erickson, San Francisco. Aug. 17, 1942, p. 34. Two-hour evening concert on KYA, San Francisco, sponsored by Pacific Gas & Electric Co., San Francisco, with a minimum of commercials, has proved tremendously successful in building good will and increasing direct sales.

## Miscellaneous

WHAT'S KLINGTITE? ASK ANYONE IN THE LOS ANGELES REGION. *By Walter McCreery*, sales manager, Allied Advertising Agencies Inc., Los Angeles. Jan. 15, 1938, p. 22. New product takes the air over Fletcher Wiley's *Housewives Protective League* on KNX, Hollywood, and in the first 15 weeks, sales increase 850%.

WHY ARMCO USES BROADCASTS. *By W. W. Sebald.* Jan. 15, 1938, p. 61. American Rolling Mill Co. proves radio can even "sell" a heavy industry to the public. Commercials on concert series over WLW point out to public advantages of purchasing articles made of stainless steel.

GARDNER NURSERIES USE 300 STATIONS. April 1, 1938, p. 20. Iowa nursery spends over $300,000 using 300 stations to advertise its guaranteed products.

THE 250,000 WOMEN OF WKRC. June 1, 1938, p. 24. Advertisers participating in WKRC's *Economy Kitchen* have chance to display their merchandise and serve their foods at Cincinnati Domestic Arts Guild Headquarters. Lecture follows dinner after which members gives names and addresses of their grocery stores which are later visited by field workers.

THE MUSIC OF SHERMAN CLAY. *By Edward P. Franklin*, assistant manager, KJBS, San Francisco. July 1, 1938, p. 57. Program undertaken as an experiment two years ago, on KJBS, San Francisco, and KQW, San Jose, rated one of Northern California's most successful recorded air shows.

THE LOW-COST WAY TO GET INQUIRIES. *By J. R. Lunke*, James R. Lunke & Associates, Chicago. July 15, 1938, p. 13. Spot radio, if effectively applied, can get inquiries at low cost. Some of the more effective methods discussed.

SYRACUSE SPONSOR 16 YEARS ON AIR WITHOUT A BREAK. July 15, 1938, p. 24. Music store uses radio continuously since 1922.

STORY OF MOLLE. Aug. 1, 1938, p. 69, NBC promotion piece shows how sales of Molle shaving cream doubled during the last four years during which radio was used exclusively for national advertising.

PACIFIC MARKETERS TURN TO RADIO. *By Lindsy Spight*, Pacific Coast vice-president, John Blair & Co. Sept. 15, 1938, p. 17. Many new accounts and new prospects loom on the Pacific Coast, raising considerably the amount of spot business in that area for 1939.

RADIO CAMPAIGNS LIFT ICE INDUSTRY OUT OF DOLDRUMS. Oct. 1, 1938, p. 60. NBC brochure shows how the ice industry has made a tremendous comeback since 1935, using radio as the chief medium in its advertising campaigns.

COLLEGE PROGRAM DIRECTS APPEAL TO COMMON PEOPLE. Sept. 15, 1938, p. 22. Program over KYW, Philadelphia, *The University of Pennsylvania Question Box*, brings outstanding authorities to radio, having them speak and then querying them through a "common people's spokesman" thereby making available to the average person the benefits of college learning. Subjects discussed vary, no two similar ones following.

RESTORED TO THEIR FAMILIES. Nov. 15, 1938, p. 28. *Bureau of Missing Persons*, daily 5-minute program, over WWJ, Detroit, has restored 540 persons to their families out of 624 cases handled. Program proves to advertisers and agency men that a five-minute feature can build up a steady listening audience.

HARDWARE FIRM SELLS BY AIR. *By Herbert Lyser*, KSFO, San Francisco. Feb. 1, 1939, p. 81. Pacific Coast hardware company enters ninth year with its *Fishing Fool* program; spends nearly 100% of advertising appropriation for radio, as thousands of fishermen come into store and swell profits.

SUCCESS BY AIR. April 1, 1939, p. 89. Concentration on radio advertising offered as one of principal reasons for the tremendous growth of Philip Morris cigarettes in the past six years.

JOHNSON'S WAX RENEWS AS RADIO BOOSTS SALES, April 15, 1939, p. 58. Firm's radio budget for 1939 tops $800,000 as sponsor's business increases 50% since going on the air in 1935.

AN EARLY MORNING CHECKUP. June 15, 1939, p. 32. WTMJ, Milwaukee, tries to change listening habits in the early morning hours by playing a "gift song" over its 6:00 to 8:30 a.m. program after which representative calls at homes. If anyone in house has heard, and can identify gift song, he is given a midget radio free.

RADIO FOUND TO BE SUPERIOR AS A MEDIUM FOR CIGARETTES. July 15, 1939, p. 27. College survey shows broadcasts far outstrip competing media in return-per-dollar.

A FIGHT WAGER. July 15, 1939, p. 48. Magazine Razor Co. contracts for half-hour period on the air for the Louis-Galento fight and saves $1,912 as broadcast, including preliminary announcements, stays on the air for 45 minutes.

FOOTBALL PLAYER POPULARITY CONTEST. Jan. 1, 1941, p. 55. Fort Worth food market chain conducts popularity contest among local high school football players for KFJZ listeners. Sales slips from markets were used as ballots and 934,007 were cast.

TIP TO ADVERTISERS: THEY LIKE TO LISTEN. *By Robert J. McAndrews*, sales promotion manager, NBC, San Francisco. Sept. 1, 1939, p. 32. Mr. McAndrews points out that radio is the best medium for advertising because unlike other media, it reaches the listener when he is in a relaxed frame of mind and ready to listen.

RED HEART BLENDS INSTITUTIONAL AND SPOT SUCCESSFULLY. Sept. 1, 1939, p. 44. Dog foods firm, starting to use radio with a modest test in Chicago area, goes on a 36-station NBC-Red network plus an expanding spot schedule devoted entirely to the care and feeding of dogs.

A SPOT A DAY. Oct. 15, 1939, p. 67. Altoona firm using one daily 100-word spot announcement over WFBG at noon, gets definite results each day.

FUN WITH FITZPATRICK; AND PROFIT, TOO. *By Paul Brines.* Nov. 1, 1939, p. 38. Chicago firm's program, *Meet The Missus*, over WBBM, backed by the Home Arts Guild of Chicago (Associated Women's Clubs), interviews the housewife and makes her a customer. Firm estimates that it has given over 1½ million premiums to listeners in past three years, as sales have rocketed.

COPY THAT CLICKS—A FRIENDLY APPROACH. *By Frank Baker*, Continuity Editor, WLS, Chicago. Feb. 15, 1940, p. 24. In an era of superlatives, the straightforward and friendly suggestions of a sincere announcer are likely to prove more effective than all sorts of flossy adjectives. Copy that clicks need have a warm approach, not potent verbiage.

A SEASONAL SCHEME OFFERS INCENTIVE TO SMALL STORES. *By Gomer Bath*, assistant manager, WMBD, Peoria. Feb. 15, 1940, p. 44. Peoria station offers schemes to small advertisers during slow radio seasons, to level off somewhat the difference between peak and slack seasons.

A BUSINESS BUILT BY A BOY. April 1, 1940, p. 40. Boy, 16, featured as the "Boy Philosopher," gains tremendous following on KLZ, Denver, and increases business of building supply company.

DEFT COMMERCIALS VIEWED AS KEY TO SELLING VIA AIR. *By Douglas Cronin*, Allied Advertising Agencies, San Francisco. June 1, 1940, p. 16. Straight commercials are dying, but not fast enough. Too many advertisers cling to them and lose much audience appeal.

BROADWAY LISTENS AT SUNRISE. Aug. 1, 1940, p. 128. 6:30 to 7:00 a.m. program survey shows that people do listen early in the morning. Mail response for WABC's *Rising Sun* program for the first day (requested by the sponsors) surpasses the quota allowed by advertisers for whole week!

CITY VS. CITY—A BATTLE OF QUIZZERS. Aug. 15, 1940, p. 99. New type of quiz program perfect for advertisers looking for a high-ranking local show. Audience interest tremendous as groups from rival cities vie with each other over air.

HOW TO CLEAN UP IN CLEANING BUSINESS. *By Walker Gullatt*, general manager, Howard's Cleaners, Hartford. Sept. 15, 1940, p. 19. Man-on-the-street program, sponsored by Hartford cleaners over WDRC, practically doubles business in short time.

FIFTH AVENUE'S CROSS-ROADS. Nov. 1, 1940, p. 46. Program blending village and city items provides formula for successful women's program on WJZ. In two years rises from a commercial nonentity to a gross of more than $10,000 a month.

MAKING THE CLASSICS CLICK. Nov. 15, 1940, p. 32. *Invitation to Learning* series, CBS sustaining program, featuring a discussion of the world's greatest classics by three noted speakers, proves listener interest in intellectual topics as fan mail pours in from every State in the Union.

UNCLE SAM — BIGGEST USER OF RADIO TIME. *By J. Frank Beatty.* Nov. 15, 1940, p. 19. Each day many government-sponsored programs come to listeners over the air. These, surprisingly free from objectionable propaganda, aim to educate Americans in the various functions of the government and many bureau heads attest to the invaluable aid given by radio in successfully carrying out their programs.

AND THEY 'SELL EVERYTHING'. *By Donald E. Finlayson*, WLS, Chicago. Dec. 1, 1940, p. 38. In its 16 years on the air, *WLS National Barn Dance* has played before 900,000 paying visitors, who are but a small fraction of the air audience which has made the program such a tremendous commercial success, in selling everything from food and fences to clothing and medicine.

SUCCESS IN TEXAS. Jan. 20, 1941, p. 47. Sun Bowl Festival, promoted by air, draws many; offer to give away pictures of Sun-Bowl parade draws over 10,000 responses from 17 states and two Canadian Provinces.

SELLERS OF SALES. Feb. 3, 1941, p. 11. When a program averages over 12,000 letters a month, has 23 participating sponsors and an eager waiting list, and has gained a national reputation for the local station involved, it's time to look at the record—especially a record of six years standing. The program is Martin Block's *Make Believe Ballroom*, heard over WNEW, New York.

TOBACCO'S ROAD TO SUCCESSFUL SELLING. *By Edward Codel*, Feb. 24, 1941, p. 13. In 1930, when they first ventured into radio, the name Brown & Williamson was practically unknown to the radio audience. Today, 11 years after, they are one of America's largest radio advertisers and tobacco dealers. Variety programs and strong copy have aided in successful sales.

SELLERS OF SALES. April 14, 1941, p. 22. When the head of a large firm such as American Tobacco Co. takes his hat off to the salesmanship of radio, that's 'nuff said. They've been at it since 1927 and have no regrets.

A WEEKLY BENEFITS BY RADIO. June 23, 1941, p. 26. A unique story of newspaper-radio cooperation. A weekly of Longmont, Col., saw station KFKA, Greeley, 35 miles away, take much of the town's advertising money. Paper owner hit on idea of buying time on radio and giving all his advertisers a free spot. It's worked to both their advantages.

FIGHT BOOSTS SALES. July 7, 1941, p. 8. Gillette Safety Razor Co., Boston, reports that retailers' sales of its items featured on the Louis-Conn fight over MBS, showed a marked increase and that an all-time high for sales of such items will result from the boxing broadcasts.

ALL THE NEWS
OF THE WORLD
IN *CAPSULE* FORM

**FIRST AID TO
BUSY PEOPLE**

**EXECUTIVES** **SPEAKERS**
**WRITERS** **TEACHERS**
**STUDENTS** **CLERGYMEN**
**LAWYERS** **LIBRARIANS**
**ETC.**

To keep you well-informed and up-to-date, you need

**FACTS-ON-FILE**

**World News Digest**

Would you like to condense 100 hours of weekly reading into 30 minutes, without missing a single important fact or event? Do you wish to have every major subject and news event at your finger-tips—condensed, sorted, filed and indexed for ready reference? *FACTS ON FILE* does it for you by means of a *weekly 8-page digest* that covers world news in capsule form, stripped of verbiage, opinion and comment.

**Complete News Coverage**

*FACTS ON FILE* saves you hours of reading time, improves your fund of knowledge, gives you all the news of the world—including:

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With *FACTS ON FILE* you can discard your clippings, notes, and stacks of magazines. Acclaimed a "MIRACLE OF CONDENSATION." *FACTS ON FILE* is endorsed by prominent leaders in all walks of life as invaluable for quickly locating facts, checking dates, figures, speeches and names. Busy executives, speakers, governments, schools, libraries, business firms, subscribe to *FACTS ON FILE* as the *ONLY publication of its kind in America.* Each weekly Digest comes to you with a Cumulative Index that keeps *FACTS ON FILE* up-to-date automatically.

**Special Offer!**

*TRY FACTS ON FILE for 5 weeks for only $1.00 (value $2.50)*. Regular subscribers at $25.00 a year receive a handsome loose-leaf DE LUXE BUCKRAM BINDER *FREE OF CHARGE* (Size 9½ x 11½ in.) Holds a year's supply of Digests and Indexes.
Send the coupon below with only $1.00 for special 5-weeks' trial, which includes latest Quarterly Index FREE OF CHARGE.

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**516 Fifth Avenue, New York, N. Y.**

( ) I enclose $1.00 for Special 5-weeks' trial service of FACTS ON FILE, which entitles me to latest 22-page Quarterly Index FREE.

*Name* ______________________________

*Address* ___________________________

BM ________________________________

# Success Stories: The Effect Use of Radio

(Continued from page 247)

LARGER CROWDS AT LAKE COMPOUNCE. *By Julian Norton*, manager, Lake Compounce, Bristol, Conn., amusement, Aug. 11, 1941, p. 42. When the amusement park had its second most successful season in 1940 after using radio, small wonder that the contract with WDRC, Hartford, was renewed in 1941 for an extensive schedule of spots, street interviews and recorded programs.

HIGGINS MOVES BOATS OVER THE AIRWAVES. *By George W. Rappleyea*, assistant to president, Higgins Industries Inc., New Orleans. Sept. 1, p. 14. A spot schedule as a sort of a courtesy gesture to WDSU, New Orleans, after Manager Joseph Uhalt had bought a motor boat, brought such pleasing results that Higgins went for two programs. Now, firmly sold on radio, the sponsor is launching its third series to sell the boats.

MR. MEINECKE GETS PERSONAL. Sept. 8, 1941, p. 10. Like most small city retailers, *A. S. Meinecke*, manager of Meinecke Bros. hardware firm, depended on local announcers to merely read his spot radio advertising. Then he evolved a "hello neighbor" policy in which he, himself, transcribed the announcements in his own inimitable style. The personalized approach immediately clicked with the listeners.

PHILADELPHIA LAUNDRY CLEANS UP. October 20, 1941, p. 48. Five month campaign on WIP, Philadelphia, by Manchester Laundry Co. in that city, has increased the customer list by more than 1500. Musical quiz, awarding 10 sets of movie passes for guessing correct titles, was used.

RADIO GIVES MUSICAL SHOW A LIFT. *By Marlo Lewis*, radio director, Blaine-Thompson Co., New York, November 3, 1941, p. 22. Lukewarm reception of "Hellzapoppin'" turns into sensational success overnight when radio is added in promotion of Broadway musical. Survey disclosed that radio brought in thousands of customers who never before spent $3.30 for a ticket to a Broadway show.

TAX BOOK SERIES AGAIN SUCCESSFUL. Jan. 12, 1942, p. 12. Simon & Schuster, New York, publishers, got half a million orders for tax guide book, *Your Income Tax*, after extensive direct sales campaign on 588 stations, one of the largest spot campaigns in radio history.

RADIO IS FOUND SUPERIOR TO OTHER MEDIA. Jan. 19, 1942, p. 20. An extensive survey of the influence of paid forms of advertising upon consumer purchases, made by Kent State U, Kent, O., leads Dr. Harry Dean Wolfe, director of Kent's Bureau of Business Research, to the conclusion that radio is 'overwhelmingly' better as a force to impel sales, than magazine, newspaper and other advertising media.

NEWS BOOM ON WEST COAST. Jan. 26, 1942, p. 14. Firms long resistant to radio advertising are booked for news roundups as new listening interest spurts.

KYW SELLS RADIO TO PHILADELPHIANS. *By Leslie Joy*, general manager, KYW, Philadelphia. Feb. 9, 1942, p. 46. "Radio: Sentinel of Freedom" campaign by KYW utilized an art contest of posters and art interpretations depicting the things that make radio tick.

MAIN RADIO ACCOUNTS SURVIVING PRIORITIES. Feb. 16, 1942, p. 11. Radio's anchor accounts (food, drugs, toilet goods and tobaccos), which comprise 80% of the industry's advertising revenues, are not reducing their air time, according to analysis of basic commodities by BROADCASTING.

IN SUPPORT OF SPOT ANNOUNCEMENTS. *By Harold Bratsberg*, continuity editor, KFPY, Spokane. March 30, 1942, p. 57. Good spots can be, not "sore" spots, but worth their weight in gold, says this writer of spots who has concrete evidence to prove it.

NUMBER OF SPONSORS PER PROGRAM RISES, SAYS WITMER, SEEING GOOD YEAR FOR NBC. March 30, 1942, p. 60. Roy C. Witmer, NBC vice-president in charge of sales, tells NBC "war clinic" that 1942 should be another banner year for networks as sales mediums.

THEY LISTEN TO BESSIE BEATTY. April 20, 1942, p. 29. Surveys of C. E. Hooper and WOR report more listeners tune in on Miss Beatty's program than to any other woman's series in New York City. And participating commercial sponsors capture a land-office business.

THEY MUST BE AT MIDNIGHT. *By Rudy Frank*, State Theater, Hartford. June 8, 1942, p. 47. A startled radio salesman discovers that late spots are just what the customer wants, when he scheduled spot announcements of a late show for defense workers in Hartford area. The spots soon brought results—a full house for State Theater.

BUDGET IS SMALL—BUT OH, WHAT A SHOW! *By Norman Livingston*, radio director, Redfield-Johnstone, New York. June 29, 1942, p. 40. Cooperative programs offer big-time radio to local and regional advertisers. A seven-year selling job proves the value of this medium.

WARTIME INDUSTRY AND RADIO. *By Harry Camp*, sales manager, WGAR, Cleveland. June 29, 1942, p. 30. Large industrial firms buy radio time to inform the public of government honors awarded them for production excellence, and to tell their complete story to the public.

WINCHESTER'S FRIENDLY PROGRAMS. July 13, 1942, p. 67. WELI, New Haven, carries successful promotion by the Winchester Repeating Arms Co., designed to foster appreciation of Winchester's war effort in the community and to encourage local talent.

AND NOW THEATRES TURN TO RADIO. *By Marlo Lewis*, radio director, Blaine-Thompson Co., New York. July 13, 1942, p. 22. Stage and movie producers learn that radio has now become a "must" expenditure for advertising.

THE NIGHT IS LONG—AND CHEERFUL. *By Jerry Lawrence*, producer-conductor, WOR, New York. July 27, 1942, p. 16. The great all-night audience, recently augmented by vast numbers of war workers on late shifts, proves to be a valuable market. Experiments in all-night selling brought sales to I. J. Fox Fur Co., Rum & Maple Tobacco, Marlin Blades and Carter's Little Liver Pills.

WOR WARTIME SEARCH FOR NEW CLIENTS GETS 201 NEW ACCOUNTS IN SIX MONTHS. July 27, 1942, p. 16. WOR's report with seven points radio advertisers might use to guide them in future months plus an intensive solicitation for new accounts resulted in a 24% increase of business, and the station discovered a number of its new sponsors advertised although affected by the war.

NEWS SELLS HEARING AIDS. *By Dr. Dwight H. Stoughton*, Stoughton Drug Stores, Hartford. Aug. 3, 1942, p. 42. WDRC, Hartford, quarter-hour news program sells Western Electric Audiphone, a hearing device.

A RUG CLEANING JOB BY RADIO. Aug. 17, 1942, p. 43. Radio has played a major part in expansion of the rug cleaning department of Miller North Broad Storage Co., Philadelphia. Three consecutive years on WIP, Philadelphia, proved it.

REVIVING THE CAMERA BUSINESS. *By Walt Dennis*, KVOO, Tulsa, Aug. 24, 1942, p. 49. When Hitler & Co. knocked the bottom from the camera trade, KVOO stepped in with a scheme to build up a huge volume of business in photostating old letters, birth certificates, family Bibles, wills and documents. The station became salesman and purchasing agent for the Tulsa Camera Record Co. through successful use of spot announcements.

SEED FIRM'S SUCCESS. Sept. 7, 1942, p. 10. Lundberg Seed Co., Osceola, Wis., did a land office business after heavy spot schedule and sponsorship of OEM feature, *You Can't Do Business With Hitler*, on WJMC, Rice Lake, Wis.

BUSINESS ORGANIZATIONS TURN TO RADIO. *By T. J. McInerney*, publicity secretary, Bronx (N. Y.) Board of Trade. Oct. 26, 1942, p. 59. Increased use of radio by business men's groups, trade and civic organizations is indicated by U. S. Chamber of Commerce survey.

THE OLDEST SPONSORS ON WOR. Oct. 26, 1942, p. 61. WOR finds that 41 sponsors have been advertising through that station for four or more consecutive years, 10 for over seven years, and one sponsor, Dugan Bros., New York, has used WOR for 16 years.

SALES LESSONS LEARNED FROM YEAR OF WAR. *By Eugene S. Thomas*, sales manager, WOR, New York. Nov. 9, 1942, p. 20. WOR met the challenge of wartime changes by careful analysis of listeners' tastes and trends, helped its advertisers to stay on the air when financial crises arose, and reached an all-time high in sales of new business. Sixty-day sales campaign, Sept. 1-Oct. 30, brings in 20 'first' sponsors.

HEAVY INDUSTRY'S GOODWILL. Nov. 9, 1942, p. 42. To maintain goodwill, Alumimum Industries Inc., Cincinnati, although it has no product to sell, sponsored football series on WKRC, that city.

ADVERTISING WON'T BE KILLED BY THE WAR. *By Charles W. Williams*, professor of economics and commerce, U of Louisville. Nov. 16, 1942, p. 22. The period of reconstruction will provide an excellent opportunity to sell, according to Prof. Williams.

FROM 1 BARN TO 2 MILLIONS. *By Mervin Clough*. Nov. 16, 1942, p. 57. Col. E. C. Stickleman, western cattle buyer and auctioneer of Gothenburg, Neb., attributes to radio his success in building livestock commission sales business.

WAR PLANT SERIES ON COAST HONORED. Nov. 23, 1942, p. 45. A series titled *Pledge Allegiance* aimed to build worker morale and understanding of problems, and a vocational guidance series, *Youth Looks to Tomorrow*, both on KIRO, Seattle, receive awards for outstanding merit among programs released by U. S. stations. The former series was planned by Seattle-Tacoma Shipbuilding Corp., Boeing Aircraft Co. and Puget Sound Navy Yard in cooperation with KIRO.

SOLVING A WARTIME PROBLEM. *By George H. Jaspert*, general manager, WPAT, Paterson, N. J. Nov. 16, 1942, p. 32. A local station does a tremendous job in aiding war plant employment bottlenecks.

NOTHING TO SELL. Nov. 23, 1942, p. 53. With nothing to sell, Edward E. Stokes, president of Sebastian Lathe Co., Covington, Ky., buys time on WCKY, Cincinnati, to plug American Red Cross blood donor service.

THEY ADVERTISE IN WARTIME. Dec. 7, 1942, p. 47. A survey of Publishers' Information Bureau revealed that radio advertising expenditures of ten leading industries for the first eight months of 1942 remained at 85.1% of the level maintained for peacetime advertising, despite the fact that seven of the ten concerns have been converted to war industries.

138 ADVERTISERS BUY RADIO IN NEW YORK FOR FIRST TIME. Dec. 28, 1942, p. 20, 48. Successful use of radio by numerous advertisers on four New York outlets of major networks and four leading independent stations is revealed in the story of 138 new advertisers, and an optimistic outlook for radio is seen in large scale advertising during the last six months of 1942. Amusements, schools, perfumes and retailers were among new sponsors.

PRODUCERS CLAMOR FOR STARS OF THE AIR TO BUILD UP BOX OFFICE PULL OF FILMS. Jan. 25, 1943, p. 40. Hollywood film studios are spotting well-known radio personalities in pictures, believing radio listeners will go to theatres to see their favorite radio stars on the screen.

GOLDEN AGE OF ADVERTISING FORECAST. *By Weston Hill*, copy director, Sherman & Marquette, Chicago, Feb. 15, 1943, p. 20. Some case histories of enormous successes with premium advertising, analyzing success elements and pointing out pitfalls; technique of straight selling copy analyzed, with examples and results given.

IOWA MERCHANTS PREFER RADIO. March 1, 1943, p. 12. Statewide surveys by Iowa Pharmaceutical Assn. and Iowa Retail Grocers & Meat Dealer Assn. reveal radio leads preferences in media by Iowa druggists and retail grocers and meat dealers.

WAR INDUSTRIES BRING NETS NEW REVENUE. Mar. 8, 1943, p. 11. A review of one-time network broadcasts for last nine month period reveals that situations created by the war, and sports and seasonal events have provided material for more than 50 special programs. Article analyzes the survey, showing how radio has been forced into hitherto unexplored fields and discussing immediate and potential benefits to radio.

ATLANTIC SIGNS WAR BASEBALL SCHEDULE. March 15, 1943, p. 15. Atlantic Refining Co., heavy sponsor of sports events on the Eastern Seaboard, sponsors both major and minor league games over regional hookups.

WGKV'S 'MUSICAL PICTURES'. April 26, 1943, p. 64. WGKV Charleston, W. Va., broadcast an educational series in which 27,000 school children participated by listening to music, classified by subject, and expressing their reactions in a drawing, poem, story, etc.

RKO TO USE REGIONAL AND KEY STATION TIE-UP IN RADIO PROMOTION OF FILMS. May 31, 1943, p. 54. "The combination of radio and newspaper promotion for RKO pictures has proved the most effective method for reaching the most people", according to S. Barrett McCormick, director of advertising and publicity for RKO. National coverage was planned after sensational success in radio promotion of "Hitler's Children".

WESTERN ELECTRIC SCHEDULES REGULAR 7-WEEKLY HELP WANTED SERIES. June 21, 1943, p. 20. Special want-ad series includes transcribed interviews with employes already working for WE and with returned war heroes.

RADIO PUTS OVER PICTURE PROMOTION. Sept. 27, 1943, p. 14. Columbia Pictures Corp., New York, grossed the largest sum on "The More The Merrier" ever taken on any Columbia picture, through a national campaign of humerous spot announcements running eight weeks in 53 selected cities. "Radio was definitely the major factor in the amazing success of the picture," said Nate G. Spingold, Columbia vice-president.

**W-CAR**

**PONTIAC**

**MICHIGAN**

1000 S-T-R-E-A-M-L-I-N-E-D WATTS

1130 K.C. - - - - Daytime

That Outstanding Independent Station in Southeastern Michigan That You Hear So Much About . . . Built on Service to the Vast Numbers Who Like "News on the Hour Every Hour"—and Good Music All Day Long.

Three Million People Can Hear Us Easily—and Plenty of Them Listen . . . Hour After Hour Every Day!

★

WHAS

LOUISVILLE

50,000

WATTS • 840 KC

BASIC CBS

REPRESENTED BY

EDW. PETRY & CO. INC.

★

# Advertisers Using CBS Network During 1943

** Pacific Coast Stations Only.* *** New York State Stations Only.* *Contract Dates Cover Only Those Contracts Effective in 1943*

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|---|---|---|---|---|
| Allegheny-Ludlum Steel Corp. | Institutional | Mother & Dad | Saturday, 5:30-6:00 P.M. | 39 | 10/2/43— | Walker & Downing, Pittsburgh |
| American Home Products Corp., Jersey City | Anacin | Our Gal Sunday | Mon.-Fri., 12:45-1:00 P.M. | 58-123 | 9/21/42— | Blackett-Sample-Hummert, N. Y. |
| American Home Products Corp., Jersey City | Anacin | Easy Aces | Wed., Thurs., Fri., 7:30-7:45 P.M. | 48 | 10/28/42— | Blackett-Sample-Hummert, N. Y. |
| American Home Products Corp., Jersey City | Benefax | Romance of Helen Trent | Mon., Tues., 12:30-12:45 P.M. | 125 | 8/2/43— | Blackett-Sample-Hummert, N. Y. |
| American Home Products Corp., Jersey City | Bisodol | Romance of Helen Trent | Wed., Thurs., Fri., 12:30-12:45 P.M. | 52-123 | 9/21/42— | Blackett-Sample-Hummert, N. Y. |
| American Home Products Corp., Jersey City | Kolynos | Romance of Helen Trent | Mon., Tues., 12:30-12:45 P.M. | 52-117 | 9/22/42–7/27/43 | Blackett-Sample-Hummert, N. Y. |
| American Home Products Corp., Jersey City | Kolynos | Mr. Keen, Tracer of Lost Persons | Wed., Thurs., Fri., 7:45-8:00 P.M. | 49 | 10/28/42— | Blackett-Sample-Hummert, N. Y. |
| American Oil Co., Baltimore | Gas and Oil | CBS World News | Thursday, 6:00-6:15 P.M. | 51 | 8/19/43— | Joseph Katz Co., Baltimore |
| American Oil Co., Baltimore | Gas and Oil | Edward R. Murrow | Sunday, 1:30-1:45 P.M. | 53 | 8/22/43— | Joseph Katz Co., Baltimore |
| American Tobacco Co., New York | Lucky Strike Cigarettes | Your Hit Parade | Saturday, 9:00-9:45 P.M.; 12:00-12:45 A.M. | 118 | 5/2/42— | Foote, Cone & Belding, N. Y. |
| Armstrong Cork Co., Lancaster, Pa. | Quaker Rugs<br>eff 10/2/43 Any Acceptable Product | Armstrong Theater of Today | Saturday, 12:00-12:30 P.M. | 118 | 10/3/42— | BBDO., N. Y. |
| Aro Equipment Corp., Bryan, O. | Institutional | Army-Navy "E" Award | Saturday, 3:00-3:30 P.M. | 115 | 1/16/43 Only | Beeson, Faller, Reichert, Toledo |
| B. T. Babbitt, Inc., New York | Bab-O Cleanser | David Harum | Mon.-Fri., 3:00-3:15 P.M. | 13 | 2/2/42–5/14/43 | Duane Jones Co., N. Y. |
| P. Ballantine & Sons, New York | Ballantine Beer & Ale | Three-Ring Time with Guy Lombardo's Orchestra & Ogden Nash | Monday, 10:30-11:00 P.M. | 45 | 3/8/43— | J. Walter Thompson Co., N. Y. |
| Ballard & Ballard Co., Louisville | Ballard's Obelisk Flour | Renfro Valley Folks | Tues.-Fri., 8:15-8:30 A.M.<br>eff 9/1 Wed., Thurs., 8:15-8:30 A.M.<br>Friday, 8:15-8:45 A.M.<br>Sunday, 9:15-9:45 A.M. | 19 | 2/2/43— | Henri, Hurst & McDonald, Chicago |
| Bank of America National Trust & Savings Assoc., San Francisco | Banking Service | California Carry On | Thursday, 7:30-8:00 P.M. PWT<br>eff 10/17 Sun., 8:30-9:00 P.M. PWT<br>eff 10/31 Sun., 9:30-10:00 P.M. PWT | 5* | 9/9/43— | J. Walter Thompson Co., San Francisco |
| Barbasol Co., Indianapolis | Shaving Cream | John B. Kennedy<br>eff 2/19 Paul Sullivan | Mon., Fri., 6:00-6:10 P.M. | 36 | 1/1/43–3/29/43 | Erwin Wasey & Co., N. Y. |
| Barbasol Co., Indianapolis | Shaving Cream | Nelson Pringle | Wed., Fri., 7:45-8:00 P.M. PWT | 7* | 1/27/43–3/10/43 | Erwin Wasey & Co., N. Y. |
| Bekins Van & Storage Co., Seattle | Storage | Harry W. Flannery | Mon., Wed., Fri., 5:30-5:45 P.M. FWT | 5* | 9/28/42— | Brooks Adv. Agency, Los Angeles |
| Ben Hur Products, Inc., Los Angeles | Ben Hur Coffee | Hollywood Showcase with Mary Astor | Friday, 6:00-6:30 P.M. PWT | 7* | 4/30/43— | Barton A. Stebbins, Los Angeles |
| Bourjois Cosmetics, New York | Cosmetics | Here's to Romance | Thursday, 10:30-11:00 P.M. | 118 | 10/14/43— | Foote, Cone & Belding, N. Y. |
| Bowey's, Inc., Chicago | Dari-Rich Products | Stars Over Hollywood | Saturday, 12:30-1:00 P.M. | 47 | 5/30/42— | Sorensen & Co., Chicago |
| Brown & Williamson Tobacco Corp., Louisville | Tobacco Products | Harry Flannery, News | Tues., Thurs., Sat., 5:30-5:45 P.M. PWT | 7* | 4/14/42–1/16/43 | Russel M. Seeds Co., Chicago |
| California Fruit Growers Exchange, Los Angeles | Sunkist Fruits | Today at the Duncans | Mon., Wed., Fri., 6:15-6:30 P.M.<br>eff 2/5/43 Fri., 6:15-6:30 P.M.<br>eff 5/3/43 Mon., Wed., Fri., 6:15-6:30 P.M. | 41 | 11/2/42–7/30/43 | Foote, Cone & Belding, Los Angeles |
| California Prune & Apricot Growers Assn., San Jose | Sunsweet Prunes | Dick Joy, News<br>9/18/43 Dave Vaile, News | Saturday, 8:55-9:00 P.M. PWT | 6* | 3/14/42— | Long Adv. Service, San Francisco |
| Campana Sales Corp., Batavia, Ill. | Campana Balm, DDD, Dreskin, Coolies, Solitaire Cake Make-up Campana Hand Cream | Campana Serenade | Saturday, 1:00-1:25 P.M. | 118 | 9/4/43— | Wallace-Ferry-Hanly Co., Chicago |
| Campbell Cereal Co., Minneapolis | Malt-O-Meal | 10 O'Clock Wire with William Winter | Mon.-Fri., 10:05-10:15 P.M. PWT | 5* | 9/20/43— | H. W. Kastor & Sons, Chicago |
| Campbell Soup Co., Camden | Soups, Tomato Juice | Radio Readers Digest | Sunday, 9:00-9:30 P.M. | 67-118 | 9/13/42— | Ward Wheelock Co., Philadelphia |
| Campbell Soup Co., Camden | Soups, Juice, Beans | Amos 'n' Andy | Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M. | 62 | 3/30/42–2/19/43 | Ward Wheelock Co., Philadelphia |
| Campbell Soup Co., Camden | Soups | The Milton Berle Show<br>eff 6/2/43 The Jack Carson Show | Wednesday, 9:30-10:00 P.M. | 116 | 3/3/43— | Ward Wheelock Co., Philadelphia<br>6/2/43 Foote, Cone & Belding, N.Y. |
| Celanese Corp. of America, New York | Celanese Products | Great Moments in Music | Wednesday, 10:00-10:30 P.M. | 118 | 1/7/42— | Young & Rubicam, N. Y. |
| Chemicals, Inc., Oakland, Calif. | Vano Household Chemical | Deane Dickason | Sunday, 9:15-9:30 P.M. PWT<br>eff 8/9/43 Mon., 8:15-8:30 P.M. PWT<br>eff 9/14 Tues., 9:45-10:00 P.M. PWT | 7* | 1/24/43— | Sidney Garfinkel Adv. Agcy.,<br>5/17 Garfield & Guild, San Francisco |
| Chesebrough Mfg Co., New York | Vaseline Preparations | Dr. Christian | Wednesday, 8:30-8:55 P.M.; 11:30-11:55 P.M. | 120 | 10/28/42— | McCann-Erickson, N. Y. |
| Chevrolet Dealers, Detroit | Institutional | John B. Kennedy | Tues., Thurs., 6:30-6:45 P.M.; re. Mon., Thurs., 12:00-12:15 A.M.<br>eff 6/1 re. Tues., Thurs., 10:45-11:00 P.M. | 119 | 2/16/43–8/12/43 | Campbell-Ewald Co., Detroit |
| Chrysler Corp. | Institutional | Major Bowes Amateur Hour | Thursday, 9:00-9:30 P.M. | 63-125 | 9/10/42— | Ruthrauff & Ryan, N. Y. |
| Coca-Cola Co., Atlanta | Coca Cola | Pause That Refreshes on the Air—Kostelanetz | Sunday, 4:30-5:00 P.M. | 120 | 11/29/42— | D'Arcy Adv. Co., N. Y. |
| Colgate-Palmolive-Peet Co., Jersey City | Palmolive Shave Cream | Hobby Lobby<br>eff 9/4/43 Inner Sanctum | Saturday, 8:30-8:55 P.M.; 11:30-11:55 P.M. | 73-117 | 10/3/42— | Ted Bates Inc., N. Y. |
| Colgate-Palmolive-Peet Co., Jersey City | Colgate Tooth Powder | Al Jolson<br>eff 2/9/43 Al Jolson-Monty Woolley<br>eff 7/6 Judy Canova Show | Tuesday, 8:30-8:55 P.M.; 12:00-12:25 A.M. | 78-119 | 10/6/42— | Sherman & Marquette, Chicago |

(Continued on Page 252)

# KIRO...Seattle

## Only 50,000 Watt Station in Pacific Northwest

***Flash!*** Washington State markets soar to all-time highs! Effective buying power in Seattle alone up 300% over 1936, with population up 43% over 1940 Census figures. Today, Washington State is truly one of the Nation's most important markets.

**KIRO**

**CBS, 50,000 WATTS**

**SEATTLE, WASHINGTON**

**710 kc**

**THE FRIENDLY STATION—*Represented by FREE and PETERS***

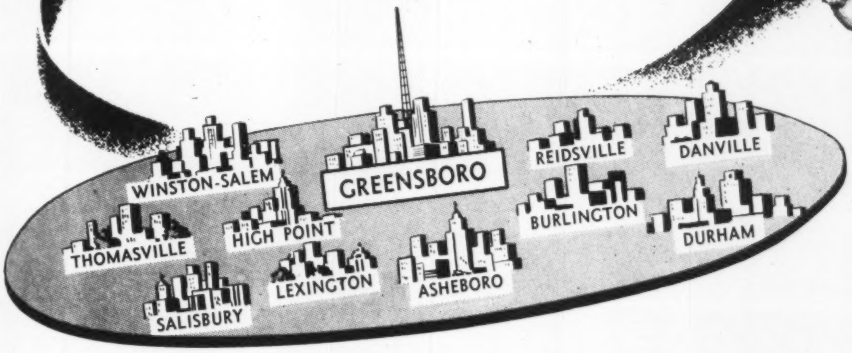
# Advertisers Using CBS Network During 1943

[Continued from Page 250]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|---|---|---|---|---|
| Colonial Dames, Inc., Hollywood | Cosmetics | Find the Woman<br>eff 1/15/43 The Quiz Quotient<br>eff 3/21/43 Dick Joy—News<br>eff 9/19/43 Bob Greene | Friday, 9:55-10:00 P.M. PWT<br>eff 3/21/43 Sun., 8:25-8:30 P.M. PWT | 10* | 12/18/42— | Glasser-Gailey & Co., Los Angeles |
| Continental Baking Co., New York | Wonder Bread | Bachelor's Children | Mon.-Fri., 10:45-11:00 A.M.; 3:45-4:00 P.M. | 45 | 11/30/42— | Ted Bates Inc., N. Y. |
| Continental Radio & Television Corp., Chicago | Admiral Radios | World News Today | Sunday, 2:30-2:55 P.M. | 42 | 10/4/42— | Cruttenden & Eger, Chicago |
| Corn Products Refining Co., New York | All Products | Stage Door Canteen | Thursday, 9:30-10:00 P.M.<br>eff 10/1/43 Fri., 10:30-11:00 P.M. | 54 | 7/30/42— | C. L. Miller Co., N. Y. |
| Cream of Wheat Corp., Minneapolis | Cream of Wheat Cereal | Let's Pretend | Saturday, 11:05-11:30 A.M. | 118 | 9/25/43— | BBDO., Minneapolis |
| Cudahy Packing Co., Chicago | Delrich | Something to Talk About | Mon.-Fri., 4:30-4:45 P.M. | 14 | 5/24/43— | Grand Adv. Inc., Chicago |
| Curtiss Candy Co., Chicago | Candy | Warren Sweeney | Sat., Sun., 11:00-11:05 A.M. | 114 | 1/2/43— | C. L. Miller Co., Chicago |
| P. Duff & Sons Inc., Pittsburgh | Duff's Ready-to-Bake Mixes | Galen Drake | Tues., Thurs., 5:00-5:15 P.M. PWT | 8* | 9/28/43— | W. Earl Bothwell Adv. Agency, Pittsburgh |
| Dwight Edwards Co., San Francisco | Dwight Edwards Coffee | World Today (10 min.)<br>Chet Huntley (5 min.) | Mon., Wed., Fri., 3:45-4:00 P.M. PWT | 10* | 4/12/43–6/18/43 | McCann-Erickson, San Francisco |
| Dwight Edwards Co., San Francisco | Dwight Edwards Coffee | Chet Huntley | Mon.-Fri., 3:55-4:00 P.M. PWT | 10* | 6/21/43–9/10/43 | McCann-Erickson, San Francisco |
| Electric Companies Adv. Program, New York | Institutional | Report to the Nation | Tuesday, 9:30-10:00 P.M. | 125 | 7/27/43— | N. W. Ayer & Son., N. Y. |
| Elgin National Watch Co., Elgin, Ill. | Watches | The Man Behind the Gun | Sunday, 10:30-11:00 P.M.<br>Saturday, 7:00-7:30 P.M. | 59 | 3/7/43–5/30/43<br>9/4/43— | J. Walter Thompson Co., Chicago |
| Emerson Drug Co., Baltimore | Bromo-Seltzer | Vox Pop | Monday, 8:00-8:30 P.M. | 72-120 | 8/3/42— | Ruthrauff & Ryan, N. Y. |
| Eversharp, Inc., Chicago | Pens & Pencils | Take It or Leave It | Sunday, 10:00-10:30 P.M. | 118 | 9/20/42— | The Biow Co., N. Y. |
| J. A. Folger & Co., San Francisco | Coffee | Harry W. Flannery | Saturday, 5:30-5:45 P.M. PWT | 7* | 1/23/43–5/29/43 | Raymond R. Morgan Co., Hollywood |
| General Cigar Co., New York | Van Dyck Cigars | Wm. Winter | Wed., Sun., 9:00-9:15 P.M. PWT<br>eff 1/28/43 Thurs., 9:30-9:45 P.M. PWT Sun., 9:00-9:15 P.M. PWT<br>eff 2/17/43 Wed., 9:30-9:45 P.M. PWT Sun., 9:00-9:15 P.M. PWT | 7* | 4/1/42–5/9/43 | Federal Adv. Agency Inc., N. Y. |
| General Cigar Co., New York | Van Dyck Cigars | Pacific Theater of War | Tuesday, 9:45-10:00 P.M. PWT | 7* | 5/11/43–6/27/43 | Federal Adv. Agency Inc., N. Y. |
| General Cigar Co., New York | Van Dyck Cigars | William Winter | Sunday, 9:00-9:15 P.M. PWT | 7* | 5/16/43–6/27/43 | Federal Adv. Agency Inc., N. Y. |
| General Electric Co., Bridgeport | Electronics Division of Radio & Television Department | Frazier Hunt | Tues., Thurs., Sat., 6:00-6:15 P.M.; 10:45-11:00 P.M. | 57 | 3/3/42–5/29/43 | Maxon, Inc., N. Y. |
| General Electric Co., Bridgeport | Electronics Division of Radio & Television Department | The World Today | Mon.-Sat., 6:45-6:55 P.M. | 114 | 5/31/43— | Maxon, Inc., N. Y. |
| General Foods Corp., New York | Swansdown, Calumet | Kate Smith Speaks | Mon.-Fri., 12:00-12:15 P.M. | 74 | 9/28/42–6/29/43<br>10/4/43— | Young & Rubicam, N. Y. |
| General Foods Corp., New York | Post Toasties, Post's 40% Bran Flakes<br>eff 10/1/43 Post's 40% Bran Flakes | Young Dr. Malone | Mon.-Fri., 2:00-2:15 P.M. | 35 | 10/5/42— | Benton & Bowles, N. Y. |
| General Foods Corp., New Yotk | Post Toasties, Sanka<br>eff 6/4 Post Toasties, & Post-Tens<br>eff 7/23 Post Toasties<br>eff 10/1 Post Toasties, & Sanka | The Adventures of the Thin Man | Friday, 8:30-8:55 P.M.; 12:30-12:55 P.M.<br>eff 10/3 Sun., 10:30-11:00 P.M. | 89-118 | 1/8/43— | Benton & Bowles, N. Y.<br>Young & Rubicam, N. Y. |
| General Foods Corp., New York | Jell-O<br>eff 10/1/43 Jell-O, Jell-O Puddings & Sanka | Kate Smith Hour | Friday, 8:00-8:55 P.M.; 12:00-12:55 A.M.<br>eff 1/8/43 Fri., 8:00-8:30 P.M.; rep. 12:00-12:30 A.M.<br>eff 10/1/43 Fri., 8:00-8:55 P.M.; rep. 12:00-12:55 A.M. | 117 | 9/18/42–6/25/43<br>10/1/43— | Young & Rubicam, N. Y. |
| General Foods Corp., New York | Grape Nuts Flakes & Wheatmeal | Those We Love | Sunday, 2:00-2:30 P.M. | 116 | 10/11/42–5/30/43 | Young & Rubicam, N. Y. |
| General Foods Corp., New York | Grape Nuts Flakes & Wheatmeal | We Love & Learn | Mon.-Fri., 2:30-2:45 P.M. | 91-118 | 4/6/42— | Young & Rubicam, N. Y. |
| General Foods Corp., New York | Grape Nuts Flakes & Wheatmeal | William L. Shirer | Sunday, 5:45-6:00 P.M.<br>eff 7/4/43 Sun., 10:30-10:45 P.M. | 82-117 | 6/27/43–9/26/43 | Young & Rubicam, N. Y. |
| General Foods Corp., New York | Grape Nuts & Grape Nuts Flakes | Kate Smith Speaks | Mon.-Fri., 12:00-12:15 P.M. | 80-117 | 6/30/43–10/1/43 | Young & Rubicam, N. Y. |
| General Foods Corp., New York | Sanka Coffee | William L. Shirer | Sunday, 5:45-6:00 P.M. | 82 | 8/30/42–6/20/43 | Young & Rubicam, N. Y. |
| General Foods Corp., New York | LaFrance, Satina & Post Raisin Bran<br>eff 9/27/43 LaFrance, Satina & Postum | Joyce Jordan, M.D. | Mon.-Fri., 2:15-2:30 P.M. | 51-118 | 8/31/42— | Young & Rubicam, N. Y. |
| General Foods Corp., New York | Birds Eye Frosted Foods | Dinah Shore Program | Thursday, 9:30-10:00 P.M. | 123 | 9/30/43— | Young & Rubicam, N. Y. |
| General Mills, Inc., Minneapolis | Bisquick | Valiant Lady | Mon.-Fri., 10:00-10:15 A.M.; 11:15-11:30 A.M. | 42 | 10/20/42— | Knox Reeves Adv., Minneapolis |
| General Mills, Inc., Minneapolis | Wheaties | Kitty Foyle | Mon.-Fri., 10:15-10:30 A.M.; 11:30-11:45 A.M. | 42 | 6/1/42— | Knox Reeves Adv., Minneapolis |
| General Mills, Inc., Minneapolis | Sperry Flour<br>eff 3/15/43 Wheaties | Sam Hayes, News | Mon.-Fri., 4:15-4:30 P.M. PWT | 8* | 6/1/42— | Westco Adv. Agency, San Francisco |
| General Mills, Inc., Minneapolis | Wheaties | Nelson Pringle, News | Mon.-Fri., 7:45-8:00 A.M. PWT | 8* | 3/15/43— | Knox Reeves Adv., San Francisco |

(Continued on Page 254)

# IT DOESN'T TAKE *Magic*



## TO DO A BIG JOB IN THE MAGIC CIRCLE . . . IT TAKES WBIG!

You don't have to be a hypnotist, sorcerer or witch doctor to extract DOLLARS from AIR . . . providing that air is in the effective listening area of WBIG. It's not a matter of MAGIC . . . It's MATHEMATICS, and here are the figures:

Greensboro is geographically located in the center of the MAGIC CIRCLE. Within a radius of 50 miles is a population of 1,046,600 with an effective buying income of $624,052,000.00! This population (exceeded by only 5 U. S. Cities) is enjoying one of its greatest booms in history . . . echoed in the merry tinkle of retail cash registers to the tune of $303,856,000.00! These people are spending . . . Farm income is listed at $99,596,000.00, and they are saving . . . War Bonds and Savings Accounts with an eye to the future. And they are listening . . . to "The Prestige Station of the Carolinas" . . . WBIG. And here is the magical climax . . . the presto touch that makes the MAGIC CIRCLE an advertising paradox!

WBIG's small cost for consistently BIG results!

For further particulars:
Edney Ridge, Director,
**WBIG** – Greensboro, N. C.
George P. Hollingsbery Co.
National Representatives

# WBIG

A COLUMBIA AFFILIATE

THE PRESTIGE STATION OF THE CAROLINAS

5000 WATTS DAY AND NIGHT

# Advertisers Using CBS Network During 1943

[Continued from Page 252]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|---|---|---|---|---|
| Gerber Products Co., Freemont, Mich. | Baby Foods | Baby Food Rationing | Sunday, 1:30-1:45 P.M. | 116 | 2/28/43 Only | Federal Adv. Agency, N. Y. |
| Gillette Safety Razor Co., Boston | Razors, Blades | Orange Bowl Football Game | Friday, 1:45-4:15 P.M. | 62 | 1/1/43 Only | Maxon Inc., Detroit |
| Gillette Safety Razor Co., Boston | Razors, Blades | Kentucky Derby | Saturday, 6:15-6:45 P.M. | 122 | 5/1/43 Only | Maxon Inc., Detroit |
| Gillette Safety Razor Co., Boston | All Products | All-Star Baseball Game | Tuesday, 8:55-10:55 P.M. (Approx. Time) | 131 | 7/13/43 Only | Maxon Inc., N. Y. |
| B. F. Goodrich Co., Watertown, Mass. | Institutional | Joseph Harsch—News Analyst | Mon.-Fri., 6:55-7:00 P.M.;<br>re. Mon., Wed., Thurs., 11:55-12:00 Mid.<br>Tuesday, 12:25-12:30 Mid.<br>Friday, 12:55-1:00 A.M. | 122 | 3/15/43— | BBDO., N. Y. |
| Grayson's Shops, Inc., Los Angeles | Women's Apparel | Stop or Go with Ken Murray | Sunday, 8:30-9:00 P.M. PWT | 7* | 3/14/43-6/6/43 | Milton Weinberg Adv. Co., Los Angeles |
| Great Atlantic & Pacific Tea Co., New York | A & P Store Services | Food News Roundup with Gunnar Back & Ruth Hadley | Wed., Fri., 11:00-11:15 A.M. | 32 | 2/17/43-5/14/43 | Paris & Peart, N. Y. |
| Grove Laboratories, Inc., St. Louis | All Products | 10 O'Clock Wire with Bob Greene | Mon.-Fri., 10:00-10:05 P.M. PWT | 5* | 9/20/43— | Russel M. Seeds Co., St. Louis |
| Gulf Oil Corp., Pittsburgh | Gas & Oil | We the People at War | Sunday, 7:30-8:00 P.M. | 85 | 2/15/42— | Young & Rubicam, N. Y. |
| Holland Furnace Co., Holland, Mich | Heating & Air Conditioning Eqpt. | Smilin' Ed McConnell | Mon., Wed., Fri., 9:45-10:00 A.M. | 35 | 5/3/43-7/30/43 | Roche, Williams & Cunnyngham, Chicago |
| Hudson Coal Co., Scranton, Pa. | D & H Anthracite | CBS News of the World | Sunday, 9:00-9:15 A.M. | 23 | 9/19/43— | I. W. Clements Agency, Philadelphia |
| Independent Citizens Committee | Political | Election of Wm. N. Haskell for Lt. Governor | Tues., Fri., 6:30-6:45 P.M. | 9** | 10/26/43 Only<br>10/29/43 Only | Leighton & Nelson, Schenectady |
| International Silver Co., Meriden | Sterling & 1847 Rogers Silver | Edw. R. Murrow | Sunday, 6:00-6:15 P.M. | 59 | 1/4/42-6/27/43 | Young & Rubicam, N. Y. |
| International Silver Co., Meriden | Sterling & 1847 Rogers Silver | Silver Theater | Sunday, 6:00-6:30 P.M. | 60 | 7/4/43— | Young & Rubicam, N. Y. |
| Johns-Manville Corp., New York | Building Material | Cecil Brown and the News<br>eff 9/27/43 Bill Henry and the News | Mon.-Fri., 8:55-9:00 P.M. | 59 | 12/28/42— | J. Walter Thompson, N. Y. |
| Johnson & Johnson, New Brunswick | Red Cross Division Band-Aid | Edwin C. Hill | Tuesday, 6:15-6:30 P.M.<br>eff 3/9/43 add repeat 12:30-12:45 A.M. | 68 | 3/31/42— | Young & Rubicam, N. Y. |
| Kay Jewelry Co., Oakland | Jewelry | Bob Anderson—News | Sunday, 5:45-5:55 P.M. PWT | 5* | 5/2/43— | Garfield & Guild, San Francisco |
| Kelite Products, Inc., Los Angeles | Kenn Cleanser | Agent V | Sunday, 7:45-8:00 P.M. PWT | 7* | 7/4/43-9/26/43 | Little & Co. |
| Lady Esther, Ltd., Chicago | Cosmetics | Screen Guild Players | Monday, 10:00-10:30 P.M. | 118 | 10/19/42— | Pedlar & Ryan, N. Y. |
| Lamont Corliss & Co., New York | Pond's Cold Cream | Eleanore King | Sunday, 9:00-9:15 P.M. PWT<br>eff 10/2/43 Sat., 6:30-6:45 P.M. PWT | 8* | 7/4/43— | J. Walter Thompson, N. Y. |
| Lever Brothers Co., Cambridge | Rinso | The Mayor of the Town | Wednesday, 9:00-9:30 P.M.<br>eff 5/12/43 add rep. 12:30-1:00 A.M. | 119 | 10/7/42— | Ruthrauff & Ryan, N. Y. |
| Lever Brothers Co., Cambridge | Rinso | Big Sister | Mon.-Fri., 12:15-12:30 P.M. | 74 | 6/29/42— | Ruthrauff & Ryan, N. Y. |
| Lever Brothers Co., Cambridge | Lux Toilet Soap | Lux Radio Theater | Monday, 9:00-10:00 P.M. | 122 | 9/14/42-7/12/43<br>9/13/43— | J. Walter Thompson, N. Y. |
| Lever Brothers Co., Cambridge | Spry | Aunt Jenny | Mon.-Fri., 11:45-12:00 Noon | 55 | 6/29/42— | Ruthrauff & Ryan, N. Y. |
| Lever Brothers Co., Cambridge | Swan Soap | Bright Horizon | Mon.-Fri., 11:30-11:45 A.M. | 46 | 10/26/42— | Young & Rubicam, N. Y. |
| Lever Brothers Co., Cambridge | Lifebuoy | Aunt Jenny | Wednesday, 9:30-10:00 P.M. | 118 | 1/6/43 Only | Ruthrauff & Ryan, N. Y. |
| Lever Brothers Co., Cambridge | Lifebuoy | Big Sister | Wednesday, 9:30-10:00 P.M. | 118 | 1/13/43 Only | Ruthrauff & Ryan, N. Y. |
| Lever Brothers Co., Cambridge | Swan Soap | Burns & Allen | Tuesday, 9:00-9:30 P.M. | 116-127 | 10/6/42-6/29/43<br>8/31/43— | Young & Rubicam, N. Y. |
| Lewis-Howe Co., St. Louis | Tums | Crumit & Sanderson<br>eff 9/11 & 9/18 only Horace Heidt Orch.<br>eff 9/25 Correction, Please with Jim McWilliams | Saturday, 8:00-8:30 P.M.<br>eff 10/9/43 Sat., 10:15-10:45 P.M. | 53 | 10/3/42— | Roche, Williams & Cunnyngham, N. Y. |
| Liggett & Myers Tobacco Co., New York | Chesterfields | Harry James and His Music Makers | Tues., Wed., Thurs., 7:15-7:30 P.M.; 11:15-11:30 P.M. | 118 | 5/5/42— | Newell-Emmett, N. Y. |
| Lockheed Aircraft Corp. | Institutional | Ceiling Unlimited<br>eff 6/28/43 James Hilton, Author<br>eff 8/8/43 Ceiling Unlimited<br>eff 8/29/43 America-Ceiling Unlimited | Monday, 7:15-7:30 P.M.; 11:15-11:30 P.M.<br>eff 8/8/43 Sun., 2:00-2:30 P.M. | 57 | 11/9/42— | Foote, Cone & Belding, N. Y. |
| P. Lorillard Co., New York | Old Gold Cigarettes | Nelson Eddy<br>eff 1/27/43 Sammy Kaye & His Orchestra | Wednesday, 8:00-8:30 P.M.<br>eff 1/27/43 add rep. 12:00-12:30 A.M. | 116 | 4/29/42— | J. Walter Thompson, N. Y. |
| Los Angeles Soap Co., Los Angeles | White King Soap | Bob Andersen | Mon.-Fri., 12:15-12:30 P.M. PWT | 12* | 12/28/42— | Raymond R. Morgan Co., Los Angeles |
| Macfadden Publications, New York | Liberty | The Ghost Shift | Friday, 6:10-6:15 P.M. | 40 | 2/26/43-5/21/43 | Warwick & Legler, N. Y. |
| McKesson & Robbins, Inc., Bridgeport | Bexel | Dick Joy—News | Mon., Wed., 8:55-9:00 P.M. PWT<br>Sunday, 8:25-8:39 P.M. PWT | 5* | 3/2/42-2/28/43 | J. D. Tarcher & Co., N. Y. |
| McKesson & Robbins, Inc., Bridgeport | Bexel | William Winter—News | Tues., Thurs., Sat., 12:30-12:45 P.M. PWT | 6* | 3/2/43— | J. D. Tarcher & Co., N. Y. |
| McKesson & Robbins, Inc., Bridgeport | Bexel | Chet Huntley—News | Mon.-Fri., 3:55-4:00 P.M. PWT | 8* | 9/20/43— | J. D. Tarcher & Co., N. Y. |
| Manhattan Soap Co., New York | Sweetheart Soap | Dick Joy—News<br>eff 8/16/43 Bob Greene—News | Mon., Wed., Fri., 7:30-7:45 A.M. PWT | 7* | 10/2/42— | Franklin Bruck Adv. Corp., N. Y. |
| Mennen Co., Newark | Shaving & Toilet Articles | Dick Joy—News<br>eff 8/17/43 Bob Greene—News | Tues., Thurs., Sat., 7:30-7:45 A.M. PWT | 7* | 8/13/42— | Russel M. Seeds Co., Chicago |

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# We've almost put the doctors out of business...

Apples tell the WCSC story.

Three years ago the Gulf Fruit Company, Charleston distributors for Moore & Dorsey Virginia Brand Apples, bought a daily fifteen-minute musical show on WCSC to try something new: sell apples by brand name... make people ask specifically for Moore & Dorsey Apples.

A letter from the Gulf Fruit Company's president, S. A. Trakas, says: "The results in three years are *far beyond anything that I could have hoped for*. During the first apple season our sales increased approximately 160%. The next year sales increased 51%. And in this third apple season now ending, sales are, *believe it or not*, 100% greater than last season.

"One of the best tributes to WCSC is our experience with Colonial Stores, A.&P., and other retailers who would not stock Moore & Dorsey Apples. After two years of radio promotion, consumer demand was so great that these firms asked that we keep them stocked with Moore & Dorseys. Incidentally, our only promotion other than radio was occasional point-of-purchase display.

"Our brand of apples now *outsells all other brands together* in the Charleston area. I thought you would be interested in hearing about our success."*

In the booming Charleston market where retail sales are up 31% over last year's all time record; where bus traffic has increased 622% since 1938, it's our ability to produce results like these —that has upped our *own* business 125% in the last four years. Ask the Free & Peters Colonel.

WCSC
CHARLESTON, S. C.
REPRESENTED BY FREE & PETERS
CBS

## The CBS Station for the Coastal Carolinas

***P. S. After this advertisement was electrotyped, we at WCSC received a renewal for the *fourth* year.**

# Advertisers Using CBS Network During 1943

[Continued from Page 254]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|---|---|---|---|---|
| Mennen Co., Newark | Shaving & Toilet Articles | Ed. Sullivan Entertains | Monday, 7:15-7:30 P.M.; 11:15-11:30 P.M. | 118 | 9/13/43— | Russel M. Seeds Co., Chicago |
| The Mentholatum Co., Wilmington | Mentholatum Salve | Phil Stearns—News | Sunday, 5:45-5:55 P.M. PWT | 16* | 1/10/43-4/4/43 | J. Walter Thompson, N. Y. |
| The Mentholatum Co., Wilmington | Mentholatum Salve | William Winter—News | Sunday, 5:30-5:45 P.M. PWT | 16* | 10/11/42-1/3/43 | J. Walter Thompson, N. Y. |
| Minneapolis-Honeywell Regulator Co., Minneapolis | Temperature, Air-Cond. & Industrial Controls, Aircraft Controls, Electronics | Blue Jacket Choir with Danny O'Neil | Sunday, 11:05-11:30 A.M. | 120 | 10/10/43- | Addison Lewis & Assoc., Minneapolis |
| John Morrell & Co., Ottumwa | Red Heart Dog Food | Bob Becker Chats about Dogs | Thursday, 6:15-6:30 P.M.; 12:30-12:45 A.M. | 39 | 9/30/43— | Henri, Hurst & McDonald, Inc., Chicago |
| C. F. Mueller Co., Jersey City | Macaroni Products | Morning Market Basket | Mon., Wed., Fri., 9:45-10:00 A.M. | 31 | 11/29/43— | Duane Jones Co., N. Y. |
| Owens-Illinois Glass Co. | Institutional | Home Front Reporter | Mon.-Fri., 4:00-4:25 P.M. | 118 | 5/10/43— | D'Arcy Adv. Co., N. Y.<br>11/8/43 J. Walter Thompson, N. Y. |
| Pabst Sales Co., Chicago | Pabst Blue Ribbon Beer | Blue Ribbon Town | Saturday, 10:15-10:45 P.M.<br>eff 10/9 Sat., 8:00-8:30 P.M.; 10:15-10:45 P.M. | 107 | 3/27/43— | Warwick & Legler, Inc., N. Y. |
| Pacific Coast Borax Co., New York | Borax, Boraxo, Borax Flakes | Death Valley Days | Thursday, 8:30-8:55 P.M.; 11:30-11:55 P.M. | 60 | 7/2/42— | McCann-Erickson, N. Y. |
| Parker Pen Co., Janesville | Quink | Eric Sevareid—News<br>eff 6/26/43 Ned Calmer and the News | Sat., Sun., 8:55-9:00 P.M. | 115 | 9/26/42— | J. Walter Thompson, N. Y. |
| Peter Paul, Inc., Naugatuck, Conn. | Candy Bars | Truman Bradley<br>Bob Anderson<br>eff 9/29/43 Truman Bradley | Mon., Fri., 5:45-5:55 P.M. PWT<br>Wednesday, 5:45-5:55 P.M. PWT<br>Mon., Wed., Fri., 5:45-5:55 P.M. PWT | 7* | 10/5/42— | Brisacher, Davis & Staff, San Francisco |
| Pet Milk Sales Co., St. Louis | Pet Milk | Mary Lee Taylor | Tues., Thurs., 11:00-11:15 A.M. | 69 | 10/27/42-11/18/43 | Gardner Adv. Co., St. Louis |
| Pet Milk Sales Co., St. Louis | Pet Milk | Mary Lee Taylor | Saturday, 10:30-11:00 A.M.; 2:00-2:30 P.M. | 69 | 11/27/43— | Gardner Adv. Co., St. Louis |
| Pet Milk Sales Co., St. Louis | Pet Milk | Saturday Night Serenade | Saturday, 9:45-10:15 P.M. | 63 | 10/10/42— | Gardner Adv. Co., St. Louis |
| Philco Corp., Philadelphia | Institutional | Our Secret Weapon<br>eff 10/15/43 Dateline | Friday, 7:15-7:30 P.M.; 11:15-11:30 P.M. | 119 | 10/16/42— | Sayre M. Ramsdell, Assoc., Philadelphia |
| Philip Morris & Co., Ltd., New York | Philip Morris | Crime Doctor | Sunday, 8:30-8:55 P.M.; 11:00-11:25 P.M. | 115 | 5/3/42— | The Biow Co., N. Y. |
| Philip Morris & Co., Ltd., New York | Philip Morris | Philip Morris Playhouse | Friday, 9:00-9:30 P.M.; 11:30-12:00 Mid | 116 | 2/6/42— | The Biow Co., N. Y. |
| Planters Nut & Chocolate Co., Wilkes-Barre | Peanuts & Peanut Oil | William Winter—News | Mon.-Fri., 12:30-12:45 P.M. PWT<br>eff 2/26/43 Mon., Wed., Fri., 12:30-12:45 P.M. PWT | 7* | 5/4/42— | Raymond R. Morgan Co., Los Angeles |
| Planters Nut & Chocolate Co., Wilkes-Barre | Peanuts & Peanut Oil | William Winter—News | Sunday, 5:30-5:45 P.M. PWT | 11* | 1/10/43— | Raymond R. Morgan Co., Los Angeles |
| Planters Nut & Chocolate Co., Wilkes-Barre | Peanuts & Peanut Oil | Harry W. Flannery—News | Tues., Thurs., 5:30-5:45 P.M. PWT<br>eff 6/5 add Sat. 5:30-5:45 P.M. PWT | 7* | 1/19/43— | Raymond R. Morgan Co., Los Angeles |
| Plough, Inc., Memphis | St. Joseph's Aspirin | Don't You Believe It | Saturday, 9:45-10:00 P.M. PWT | 8* | 10/3/42— | Lake-Spiro-Shurman Co., Memphis |
| Prince Matchabelli Perfumery Inc., New York | Prince Matchabelli Perfume | Stradavari Orchestra | Sunday, 1:30-1:45 P.M. | 114 | 4/18/43 Only | Morse International Inc., N. Y. |
| Prince Matchabelli Perfumery Inc., New York | Prince Matchabelli Perfume | Stradavari Orchestra | Sunday, 4:15-4:30 P.M. | 117 | 5/2/43 Only | Morse International Inc., N. Y. |
| Prince Matchabelli Perfumery Inc., New York | Prince Matchabelli Perfume | Stradavari Orchestra | Sunday, 4:00-4:15 P.M. | 117 | 5/16/43 Only | Morse International Inc., N. Y. |
| Prince Matchabelli Perfumery Inc., New York | Prince Matchabelli Perfume | Stradavari Orchestra | Sunday, 2:00-2:30 P.M. | 117 | 6/20/43 Only | Morse Inetrnational Inc., N. Y. |
| Procter & Gamble Co., Cincinnati | Chipso, Camay<br>eff 6/28/43 Camay & Ivory Flakes | Pepper Young's Family<br>eff 10/18/43 Perry Mason | Mon.-Fri., 2:45-3:00 P.M. | 26 | 6/29/42— | Pedlar & Ryan, N. Y. |
| Procter & Gamble Co., Cincinnati | Crisco, Ivory Flakes | Vic & Sade | Mon.-Fri., 1:30-1:45 P.M. | 44 | 12/28/42-9/17/43 | Compton Adv., N. Y. |
| Procter & Gamble Co., Cincinnati | Oxydol | Ma Perkins | Mon.-Fri., 1:15-1:30 P.M. | 59 | 12/28/42— | Blackett-Sample-Hummert, Chicago |
| Procter & Gamble Co., Cincinnati | Ivory Soap | Life Can Be Beautiful | Mon.-Fri., 1:00-1:15 P.M. | 60 | 12/28/42— | Compton Adv., N. Y. |
| Procter & Gamble Co., Cincinnati | Duz | The Goldbergs | Mon.-Fri., 1:45-2:00 P.M. | 60 | 12/28/42— | Compton Adv., N. Y. |
| Procter & Gamble Co., Cincinnati | Crisco | Bernardine Flynn—News | Mon.-Fri., 1:30-1:45 P.M. | 40 | 9/20/43— | Compton Adv., N. Y. |
| Procter & Gamble Co., Cincinnati | Dash | Truman Bradley—News | Mon., Wed., Fri., 2:30-2:45 P.M. PWT | 5* | 2/15/43-6/30/43 | Pedlar & Ryan, N. Y. |
| Procter & Gamble Co., Cincinnati | Ivory & Oxydol | I Love a Mystery | Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M. | 66 | 3/22/43— | Compton Adv., N. Y. |
| Prudential Insurance Co. of America, Newark | Insurance Services | Prudential Family Hour | Sunday, 5:00-5:45 P.M. | 84 | 5/31/42— | Benton & Bowles, N. Y. |
| Quaker Oats Co., Chicago | Food Products | That Brewster Boy | Friday, 9:30-10:00 P.M. | 82-118 | 6/5/42— | Ruthrauff & Ryan, N. Y. |
| Quaker Oats Co., Chicago | Aunt Jemima Pancake Flour<br>eff 5/2 Muffets<br>eff 9/5 Aunt Jemima Pancake Flour | Aunt Jemima Program<br>eff 5/2 The Muffet Show<br>eff 9/5 Aunt Jemima | Sunday, 2:55-3:00 P.M. | 38 | 1/31/43-10/31/43 | Sherman K. Ellis, Chicago |
| Quaker Oats Co., Chicago | Aunt Jemima Pancake Flour | Aunt Jemima | Saturday, 1:30-1:45 P.M. | 39 | 11/6/43— | Sherman K. Ellis, Chicago |
| The Readers Digest Assoc., Inc., Pleasantville, N. Y. | Institutional | Victory Book Campaign | Sunday, 1:30-1:45 P.M. | 109 | 3/7/43 Only | BBDO., N. Y. |

(Continued on Page 258)

# WJAS

## PITTSBURGH

## Only CBS Basic Outlet Serving Western Pennsylvania

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**Covering The Workshop of the World – America's Sixth Market – Where More Money Is Being Made And Spent Than Ever Before.**

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### WJAS SUCCESS STORY

**Kaufmann's, Pittsburgh's largest Department Store—beginning their 10th year of exclusive and continuous broadcasting over WJAS—carrying three programs daily.**

| | |
|---|---|
| **Florence Sando, Women's Digest** | **10:45-11:00 A.M.** |
| **Beckley Smith, News** | **12:30-12:45 P.M.** |
| **Beckley Smith, News** | **6:15- 6:30 P.M.** |

# 5,000 Watts

## Day and Night

*Represented by Wm. L. Rambeau Co.*

# Advertisers Using CBS Network During 1943

[Continued from Page 256]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|---|---|---|---|---|
| R. J. Reynolds Tobacco Co., Winston-Salem | Camel, Prince Albert | Camel Caravan<br>1/28/43 Camel Comedy Caravan<br>10/8/43 Moore & Durante | Friday, 10:00-11:00 P.M.<br>eff 1/8/43 Fri., 10:00-10:45 P.M.<br>Friday, 10:00-10:30 P.M. | 118 | 7/10/42–7/2/43<br>10/8/43— | Wm. Esty & Co., N. Y. |
| R. J. Reynolds Tobacco Co., Winston-Salem | Camel, Prince Albert | Thanks to the Yanks | Saturday, 7:30-8:00 P.M.; 11:00-11:30 P.M.<br>eff 7/9/43 Fri., 10:00-10:30 P.M.<br>eff 10/9 Sat., 7:30-8:00 P.M.; 11:00-11:30 P.M. | 118 | 10/31/42— | Wm. Esty & Co., N. Y. |
| R. J. Reynolds Tobacco Co., Winston-Salem | Camel, Prince Albert | Blondie | Monday, 7:30-8:00 P.M.; 10:30-11:00 P.M. | 117-127 | 9/28/42— | Wm. Esty & Co., N. Y. |
| Roma Wine Co., Fresno, Cal. | Roma Wines | Grapevine Rancho<br>eff 6/3 Roma Program<br>eff 6/17 Roma Show<br>eff 12/2 Suspense | Thursday, 8:00-8:30 P.M.; 12:30-1:00 A.M.<br>eff 6/3 shift rep. to Thurs., 12:00-12:30 A.M.<br>eff 12/6 shift rep. only to Mon., 12:00-12:30 A.M. | 87 | 3/4/43— | McCann-Erickson, N. Y. |
| Schenley Import Corp., New York | Cresta Blanca Wine | Cresta Blanca Carnival | Wednesday, 10:30-11:00 P.M. | 68 | 4/14/43— | W. H. Weintraub & Co., N. Y. |
| Schutter Candy Co., Chicago | Candies | Col. Stoopnagles Stooparoos<br>eff 7/11 The Coronet Little Show<br>eff 10/10 Curt Massey | Sunday, 1:45-2:00 P.M. | 40 | 1/10/43— | Roche, Williams & Cunnyngham, Chicago<br>eff 7/11 Schwimmer & Scott, Chicago |
| Servel Inc., New York | Institutional | Fashions in Rations | Saturday, 11:30-12:00 Noon | 73 | 4/3/43— | BBDO., N. Y. |
| Shefford Cheese Co., Green Bay | Institutional | Navy "E" Award Ceremony | Thursday, 4:00-4:30 P.M. | 55 | 4/22/43 Only | Leo Burnett Co., Chicago |
| Signal Oil Co., Los Angeles | Gas & Oil | Signal's Question of the Week<br>eff 9/5 Signal's Round Table | Sunday, 4:30-5:00 P.M. PWT | 10* | 6/13/43— | Barton A. Stebbins Adv. Agency, Los Angeles |
| Signal Oil Co., Los Angeles | Gas & Oil | Signal Round Table | Wednesday, 10:30-11:00 P.M. PWT | 10* | 9/8/43 Only | Barton A. Stebbins Adv. Agency, Los Angeles |
| Smith Bros., Poughkeepsie | Cough Drops | Dick Joy—News | Tuesday, 9:25-9:30 P.M. PWT;<br>Thursday, 8:55-9:00 P.M. PWT | 7* | 11/17/42–3/4/43 | J. D. Tarcher & Co., N. Y. |
| Smith Bros., Poughkeepsie | Cough Drops | Nelson Pringle—News | Mon., Wed., 7:45-8:00 A.M. PWT | 7* | 11/16/42–3/10/43 | J. D. Tarcher & Co., N. Y. |
| Soil-Off Mfg. Co., Glendale | Cleaning Fluid for Walls & Woodwork | Truman Bradley—News | Tues., Thurs., Sat., 5:45-5:55 P.M. PWT | 9* | 2/3/42— | Buchanan & Co., Los Angeles |
| Soil-Off Mfg. Co., Glendale | Cleaning Fluid for Walls & Woodwork | Galen Drake | Mon., Wed., Fri., 5:00-5:15 P.M. PWT | 8* | 9/27/43— | Buchanan & Co., Los Angeles |
| E. R. Squibb & Sons, New York | All Products | Keep Working, Keep Singing, America | Mon., Wed., Fri., 6:30-6:45 P.M. | 61 | 12/28/42–6/11/43 | Geyer, Cornell & Newell, N. Y. |
| E. R. Squibb & Sons, New York | All Products | Calling America | Sunday, 8:00-8:30 P.M.; 11:30-12:00 Mid. | 120 | 6/13/43–10/3/43 | Geyer, Cornell & Newell, N. Y. |
| E. R. Squibb & Sons, New York | All Products | To Your Good Health | Mon., Wed., Fri., 6:15-6:30 P.M. | 124 | 10/11/43– | BBDO, N. Y. |
| Southern Cotton Oil Co., New Orleans | Wesson Oil & Snowdrift | Crumit & Sanderson<br>eff 9/8 Singing Sweethearts | Mon.-Fri., 3:00-3:15 P.M. | 42 | 3/1/43— | Kenyon & Eckhardt, N. Y. |
| Standard Brands, Inc., New York | Tenderleaf Tea | Mary Marlin | Mon.-Fri., 3:00-3:15 P.M.; 5:00-5:15 P.M. | 33 | 9/27/43— | J. Walter Thompson, N. Y. |
| Sterling Products, Inc., New York | Ironized Yeast | Lights Out<br>eff 10/5/43 Big Town | Tuesday, 8:00-8:30 P.M.; 11:30-12:00 Mid. | 76-116 | 10/6/42— | Ruthrauff & Ryan, N. Y. |
| Sterling Products, Inc., New York | Dr. Lyons, Bayer Aspirin | Second Husband | Mon.-Fri., 11:15-11:30 A.M. | 41 | 8/3/42— | Blackett-Sample-Hummert, N. Y. |
| Sterling Products, Inc., New York | Mulsified Oil Shampoo & Phillips Dental<br>eff 7/28/43 Phillips Dental<br>eff 9/1 Phillips Tablets & Dental | Amanda of Honeymoon Hill | Mon.-Fri., 10:30-10:45 A.M.<br>eff 11/22/43 Mon.-Fri., 11:00-11:15 A.M. | 41 | 8/3/42— | Blackett-Sample-Hummert, N. Y. |
| Sterling Products, Inc., New York | Bayer Aspirin | American Melody Hour | Tuesday, 7:30-8:00 P.M. | 77-117 | 7/28/42— | Blackett-Sample-Hummert, N. Y. |
| Sunnyvale Packing Co., San Francisco | Rancho Soups | Galen Drake | Mon., Wed., Fri., 1:00-1:15 P.M. PWT | 10* | 7/6/42–1/1/43 | Lord & Thomas, San Francisco |
| Sun Oil Co., Philadelphia | Institutional | Address by Sec'y Ickes | Wednesday, 3:30-4:00 P.M. | 47 | 10/27/43 Only | Roche, Williams & Cunnyngham, Philadelphia |
| Joseph Tetley & Co., Inc., New York | Tetley Tea & Dehydrated Soups | Isabel Manning Hewson | Tues, Thurs., Sat., 9:45-10:00 A.M. | 27 | 11/9/43— | Duane Jones Co., N. Y. |
| Texas Co., New York | Texaco Products | Fred Allen<br>eff 7/4/43 Texaco Star Theater<br>eff 12/12/43 Fred Allen | Sunday, 9:30-10:00 P.M. | 119 | 10/4/42— | Buchanan & Co., N. Y. |
| Union Oil Co., Los Angeles | Gas & Oil | Point Sublime | Sunday, 9:30-10:00 P.M. PWT | 11* | 8/1/43–10/24/43 | Foote, Cone & Belding, Los Angeles |
| United Air Lines Transport Corp., Chicago | Air Travel | In Time to Come | Sunday, 8:30-9:00 P.M. PWT | 8* | 11/7/43— | N. W. Ayer & Son, N. Y. |
| United States Rubber Co., New York | All Products | New York Philharmonic Symphony | Sunday, 3:00-4:30 P.M. | 117 | 5/23/43— | Campbell-Ewald Co., N. Y. |
| U. S. Tobacco Co., New York | Dill's Best & Model Tobacco | Gay Nineties Revue | Monday, 8:30-8:55 P.M.; 11:30-11:55 P.M. | 65 | 5/25/42— | Arthur Kudner, N. Y. |
| Vick Chemical Co., New York | All Products | Hello from Hollywood | Tues., Thurs., 4:00-4:15 P.M. PWT | 5* | 9/28/43— | Morse International, N. Y. |
| Washington State Apple Adv. Comm., Wenatchee | Washington State Apples | The World Today | Mon., Wed., Fri., 3:45-4:00 P.M. PWT | 9* | 1/18/43–3/5/43 | J. Walter Thompson, Seattle |
| Washington Cooperative Egg & Poultry Assn., Seattle | Institutional | Chet Huntley—News | Saturday, 3:55-4:00 P.M. PWT | 8* | 9/18/43— | Pacific National Adv. Agency, Seattle |
| Welch Grape Juice Co., Westfield | All Products | Irene Rich | Sunday, 6:15-6:30 P.M. | 66 | 8/16/42— | H. W. Kastor & Sons Adv., Chicago |
| Western Sugar Refinery, San Francisco | Sea Island Sugar | I Was There | Monday, 9:00-9:30 P.M. PWT | 8* | 6/21/43— | J. Walter Thompson, San Francisco |
| Wm. Wrigley Jr. Co., Chicago | Chewing Gum | Sgt. Gene Autry<br>eff 8/8/43 America in the Air | Sunday, 6:30-7:00 P.M. | 117 | 8/2/42— | J. Walter Thompson, Chicago |
| Wm. Wrigley Jr. Co., Chicago | Chewing Gum | The First Line | Thursday, 10:00-10:30 P.M. | 116 | 12/31/42— | Arthur Meyerhoff & Co., Chicago |
| Wm. Wrigley Jr. Co., Chicago | Chewing Gum | Ben Bernie<br>eff 2/22/43 Keep the Home Fires Burning<br>eff 8/2 American Women | Mon.-Fri., 5:45-6:00 P.M. | 117 | 6/15/42— | Arthur Meyerhoff & Co., Chicago |

# Advertisers Using Blue Network During 1943

*All times are EWT except Pacific Coast accounts which are PWT.* *RR means recorded repeat.* *Rpt. means live repeat.* *(Pc)—Pacific.*

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|---|---|---|---|---|
| Adam Hat Stores Inc., New York | Adam Hats | Boxing Bouts | Tuesday, 2/23/43 10:30-11:37 P.M. | 95 | Nov. 26, 1937— | Glicksman Adv. Agency, N. Y. |
| Adam Hat Stores Inc., New York | Adam Hats | That's A Good One | Sunday, 8:15-8:30 P.M. | 138 | Sept. 12, 1943— | Glicksman Adv. Agency, N. Y. |
| Alaska Pacific Salmon Co., Seattle (Wm. S. Scull—Distributors) Camden, N. J. | Minute-Man Soup | Breakfast at Sardi's | Mon.-Fri., 11:00-11:15 A.M. | 153 | May 3, 1943— | J. Wm. Sheets for Alaska Salmon, Seattle<br>Compton Adv. Inc., for Scull, N. Y. |
| Alaska Pacific Salmon Co. (PC), Seattle | Minute-Man Soup | Breakfast at Sardi's | Mon.-Fri., 9:35-9:40 A.M. | 13 | May 31, 1943— | J. Wm. Sheets, Seattle |
| Allis-Chalmers Mfg. Co., Milwaukee | Institutional | Baseball | Friday, 3:15—Conclusion | 156 | July 9, 1943 Only | Bert S. Gittins Adv., Milwaukee |
| Allis-Chalmers Mfg. Co., Milwaukee | Institutional | Baseball | Tuesday, 3:15—Conclusion | 156 | July 27, 1943 Only | Bert S. Gittins Adv., Milwaukee |
| Allis-Chalmers Mfg. Co., Milwaukee | Institutional | Boston Symphony | Saturday, 8:15-9:15 P.M. | .. | Dec., 1943— | Compton Adv. Agency, N. Y. |
| American Cigarette & Cigar Co., New York | Pall Mall Cigarettes | Gracie Fields | Mon.-Fri., 9:55-10:00 P.M. | 138 | Oct. 12, 1942–Jan. 11, 1943 | Ruthrauff & Ryan Inc., N. Y. |
| American Cigarette & Cigar Co., New York | Pall Mall Cigarettes | Gracie Fields | Mon.-Fri., 10:15-10:30 P.M. | 138 | Jan. 11, 1943–July 9, 1943 | Ruthrauff & Ryan Inc., N. Y. |
| American Dairy Assn., Chicago | Institutional | Voice of Dairy Farmer | Sunday, 1:45-2:00 P.M. | 59 | Mar. 21, 1943–June 13, 1943 | Campbell-Mithun Inc., Chicago |
| American Home Products Co. (PC). Jersey City | Anacin | Inspector Hawkes & Son | Tues., Wed., Thurs., 9:00-9:15 P.M. | 13 | Nov. 30, 1943— | Blackett-Sample-Hummert, Chicago |
| Austin Studios (PC), Los Angeles | Photographs | Hero of the Week | Sunday, 7:30-7:45 P.M. | 7 | Aug. 13, 1942–Nov. 28, 1943 | Glasser-Gailey & Co., Los Angeles |
| Austin Studios (PC), Los Angeles | Photographs | Hero of the Week | Tuesday, 9:15-9:30 P.M. | 7 | Dec. 7, 1943— | Glasser-Gailey & Co., Los Angeles |
| Barron-Gray Packing Co. (PC), San Jose, Cal. | Vegetable Cocktail | Breakfast at Sardi's | Saturday, 9:45-10:00 A.M. | 17 | Nov. 6, 1943— | Long Adv. Service, San Francisco |
| Best Foods Inc., New York | H-O Oats | Moylan Sisters | Sunday, 3:00-3:15 P.M. | 14 | Feb. 14, 1943–Aug. 8, 1943 | Arthur Kudner Inc , N. Y. |
| Bourjois Inc., New York | Evening In Paris, Cosmetics | Here's To Romance | Sunday, 6:05-6:30 P.M. | 124 | Apr. 18, 1943–Oct. 10, 1943 | Foote, Cone & Belding, N. Y. |
| Boyle Co., A S (PC), Jersey City | Old English Products | Breakfast at Sardi's | Mon.-Fri., 9:55-10:00 A.M. | 13 | Sept. 14, 1942— | J. Walter Thompson Co., Los Angeles |
| Bristol-Myers Co., New York | Mum | Dinah Shore | Friday, 9:30-9:45 P.M. | 119 | Nov. 2, 1941–Apr. 23, 1943 | Pedlar & Ryan Inc., N. Y. |
| Bristol-Myers Co., New York | Minit-Rub | Duffy's | Tuesday, 8:30-9:00 P.M. | 132 | Oct. 6, 1942–June 29, 1943<br>Oct. 5, 1943— | Young & Rubicam, N. Y.<br>Young & Rubicam, N. Y. |
| Bristol-Myers Co., New York | Sal-Hepatica, Minit-Rub | Noah Webster Says | Tuesday, 8:30-9:00 P.M. | 122 | July 6, 1943–Sept. 28, 1943 | Young & Rubicam, N. Y. |
| Bristol-Myers Co., New York | Mum | Parker Family | Friday, 8:15-8:30 P.M. | 131 | Apr. 30, 1943— | Pedlar & Ryan Inc., N. Y. |
| Calavo Growers of Calif. (PC), Los Angeles | Calavos | Breakfast at Sardi's | Tues., Fri., 9:45-9:50 A.M. | 13 | Dec. 1, 1942–Apr. 2, 1943 | J. Walter Thompson Co., Los Angeles |
| Carter Products Inc., New York | Carter's Little Liver Pills, Arrid | Inner Sanctum Mystery | Sunday, 8:30-9:00 P.M. | 76 | Jan. 7, 1941–Aug. 29, 1943 | Ted Bates Inc., N. Y. |
| Carter Products Inc., New York | Arrid | Jimmie Fidler | Sunday, 9:30-9:45 P.M. | 155 | Mar. 2, 1942–July 18, 1943 | Small & Seiffer Inc., N. Y. |
| Carter Products Inc., New York | Arrid | Jimmie Fidler | Sunday, 9:45-10:00 P.M. | 155 | July 18, 1943— | Small & Seiffer Inc., N. Y. |
| Carter Products Inc., New York | Carter's Little Liver Pills | Keepsakes | Sunday, 8:30-9:00 P.M. | 80 | Sept. 5, 1943— | Ted Bates Inc., N. Y. |
| Chef Boy-Ar-Dee Quality Foods, Milton, Pa. | Institutional | E Award | Thursday, 4:00-4:30 P.M. | 149 | June 17, 1943 Only | McJunkin Adv. Inc., Chicago |
| Chlorine Solutions Inc. (PC), Los Angeles | Hy-Pro | Breakfast at Sardi's | Saturday, 9:30-9:45 A.M. | 22 | Sept. 12, 1942–July 31, 1943 | Barton A. Stebbins Adv., Los Angeles |
| D. L Clark Co., Pittsburgh | Candies & Gum | Where Do We Stand | Sunday, 5:00-5:30 P.M. | 161 | Feb. 28, 1943— | Walker & Downing, Pittsburgh |
| Coca Cola Co., Atlanta | Coca Cola | Spotlight Bands | Mon.-Sat., 9:30-9:55 P.M. | 168 | Sept. 21, 1942— | D'Arcy Adv. Co., N. Y. |
| Coca Cola Co., Atlanta | Coca Cola | Morton Downey | Mon.-Fri., 3:00-3:15 P.M. | 168 | Feb. 8, 1943— | D'Arcy Adv. Co., N. Y. |
| Crane Co., Chicago | Institutional | E Award | Friday, 4:30-5:00 P.M. | 142 | Jan. 29, 1943 Only | The Buchen Co., Chicago |
| Crawford Macgregor Canby Co., Dayton | Golf Equipment | Ryder Cup Golf Match | Sunday, 4:30-5:00 P.M. | 124 | Aug. 8, 1943 Only | Hugo Wagenseil Associates, Dayton |
| Cream of Wheat Corp., Minneapolis | Cream of Wheat | Breakfast Club | Fri., Sat., 9:45-10:00 A.M. | 75 | Oct. 2, 1942–May 8, 1943 | BBDO, Minneapolis |
| Cummer Products Co., New York | Energine | Manhattan at Midnight | Wednesday, 8:30-9:00 P.M. | 74 | Jan. 26, 1940–Sept. 1, 1943 | Young & Rubicam, N. Y. |
| Cummer Products Co., New York | Energine | Battle of the Sexes | Wednesday, 8:30-9:00 P.M. | 79 | Sept. 8, 1943— | Young & Rubicam, N. Y. |
| Curtis Publishing Co., Philadelphia | Saturday Evening Post | Sat. Eve. Post Bond Show | Monday, 10:35-11:00 P.M. | 141 | Apr. 26, 1943 Only | MacFarland, Aveyard & Co., N. Y. |
| Curtis Publishing Co., Philadelphia | Saturday Evening Post | Sat. Eve. Post Bond Show | Thursday, 10:30-11:30 P.M. | 143 | June 3, 1943 Only | MacFarland, Aveyard & Co., N. Y. |
| Curtis Publishing Co., Philadelphia | Saturday Evening Post | Sat. Eve. Post 4 Freedoms Show | Wednesday, 10:15-10:45 P.M. | 77 | Nov. 10, 1943 Only | MacFarland, Aveyard & Co., N. Y. |
| Dictograph Corporation (Acousticon Div. of New York) | Hearing Aids | Hear America | Saturday, 9:55-10:00 P.M. | 131 | Mar. 20, 1943–June 12, 1943 | Ruthrauff & Ryan, N. Y. |
| Dr. Pepper Co., Dallas | Soft Drinks | Fun Valley with Al Pearce | Sunday, 4:00-4:30 P.M. | 124 | Oct. 3, 1943— | Tracy-Locke-Dawson Inc., Dallas |
| Dubonnet Corp., New York | Dubonnet Vermouth | Alec Templeton Time | Mon., Wed., Fri., 10:30-10:35 P.M. | 74 | Mar. 1, 1943–Aug. 27, 1943 | Wm. Weintraub & Co., N. Y. |
| Dubonnet Corp., New York | Dubonnet Vermouth | Your Dubonnet Date | Saturday, 11:00-11:30 A.M. | 80 | Sept. 4, 1943–Nov. 27, 1943 | Wm. Weintraub & Co., N. Y. |

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# Advertisers Using Blue Network During 1943

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| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City, |
|---|---|---|---|---|---|---|
| Fisher Flouring Mills Inc. (PC), Seattle | Wheat-Germ Cereal | Breakfast at Sardi's | Mon.-Thurs., 9:40-9:45 A.M. | 13 | July 30, 1942— | Pacific Nat. Adv. Agency, Seattle |
| Fisher Flouring Mills Inc. (PC), Seattle | Zoom-Cracked Wheat Cereal | James Abbe Observes | Mon.-Fri., 7:30-7:45 A.M. | 17 | Mar. 29, 1943— | Pacific Nat. Adv. Agency, Seattle |
| Fitch Co., F. W., Des Moines | Fitch Products | Fitch Bandwagon | Wednesday, 9:00-9:30 P.M. | 141 | Sept. 15, 1943–Dec. 8, 1943 | L. W. Ramsey Co., Davenport, Iowa |
| Folger Coffee Co. (PC), San Francisco | Coffee | Breakfast at Sardi's | Saturday, 9:30-9:45 A.M. | 17 | Aug. 14, 1943— | Raymond R. Morgan, San Francisco |
| Ford Motor Co., Dearborn | Ford Cars | Watch the World Go By | Mon.-Sun., 8:00-8:15 P.M. | 156 | July 12, 1942— | Maxon Inc., Detroit |
| General Aircraft Corp., Astoria, L. I. | Glider Planes | Victory Bond Rally | Saturday, 12:00-12:15 M | 121 | Mar. 20, 1943 Only | No Agency |
| General Mills Inc. (PC), Minneapolis | Cheerioats | Hop Harrigan | Mon.-Fri., 9:00-9:15 P.M. | 12 | Sept. 29, 1942–May 28, 1943<br>June 14, 1943–Sept. 3, 1943 | Blackett-Sample-Hummert, Chicago<br>Blackett-Sample-Hummert, Chicago |
| General Mills Inc., Minneapolis | Cheerioats | Lone Ranger | Mon., Wed., Fri., 7:30-8:00 P.M. | 52 | May 4, 1942— | Blackett-Sample-Hummert, Chicago |
| General Mills Inc., Minneapolis | Wheaties | Jack Armstrong | Mon.-Fri., 5:30-5:45 P.M. | 118 | Aug. 31, 1942— | Knox Reeves Adv. Inc., Minneapolis |
| General Mills Inc., Minneapolis | Wheaties | John Gunther | Fri.-Sat., 10:00-10:15 P.M. | 64 | May 7, 1943–June 12, 1943<br>Sept. 24, 1943— | Knox Reeves Adv. Inc., Minneapolis<br>Knox Reeves Adv. Inc., Minneapolis |
| General Mills Inc., Minneapolis | Wheaties | John Vandercook | Fri., Sat., 10:00-10:15 P.M. | 61 | June 18, 1943–Sept. 18, 1943 | Knox Reeves Adv. Inc., Minneapolis |
| Gillette Safety Razor Co., Boston | Safety Razors | Sugar Bowl Game | Friday, 3:15-6:07 P.M. | 134 | Jan. 1, 1943 Only | Maxon Inc., N. Y. |
| Hall Brothers, Kansas City | Greeting Cards | Meet Your Navy | Friday, 8:30-9:00 P.M. | 116 | Aug. 21, 1942–May 7, 1943 | Henri, Hurst & MacDonald, Chicago |
| Hall Brothers, Kansas City | Greeting Cards | Meet Your Navy | Friday, 8:30-9:00 P.M. | 156 | Oct. 15, 1943— | Henri, Hurst & MacDonald, Chicago |
| Harvel Watch Co., New York | Watches | John B. Kennedy | Sunday, 1:00-1:15 P.M. | 53 | Dec. 19, 1943— | A. W. Lewin Co. Inc., N. Y. |
| Hecker Products Co., New York | Force | Moylan Sisters | Sunday, 5:00-5:15 P.M. | 14 | Feb. 15, 1942–Feb. 7, 1943 | The Clements Co., Philadelphia |
| Heinz Co., H. J., Pittsburgh | Baby Foods | Baby Institute | Mon.-Fri., 10:30-10:45 A.M. | 25 | Apr. 5, 1943–Oct. 1, 1943 | Maxon Inc., Detroit |
| Ironized Yeast Co., Atlanta | Ironized Yeast | Good Will Hour | Sunday, 10:00-11:00 P.M. | 82 | Apr. 21, 1940–Oct. 10, 1943 | Ruthrauff & Ryan, N. Y. |
| Jenkins Brothers Inc., New York | Valves | Maritime M Award | Tuesday, 12:00-12:30 P.M. | 145 | Mar. 2, 1943 Only | Horton-Noyes Inc., Providence |
| Jergens Co., Andrew, Cincinnati | Jergens Lotion | Walter Winchell | Sunday, 9:00-9:15 P.M. | 158 | Sept. 2, 1934— | Lennen & Mitchell Inc., N. Y. |
| Jergens Co., Andrew, Cincinnati | Woodbury Soaps & Cosmetics | Parker Family | Sunday, 9:15-9:30 P.M. | 114 | Oct. 1, 1939–Mar. 28, 1943 | Lennen & Mitchell Inc., N. Y. |
| Jergens Co., Andrew, Cincinnati | Woodbury Soaps & Cosmetics | Chamber Music Society | Sunday, 9:15-9:30 P.M. | 156 | Apr. 4, 1943–July 18, 1943 | Lennen & Mitchell Inc., N. Y. |
| Jergens Co., Andrew, Cincinnati | Woobdury Soaps & Cosmetics | Chamber Music Society | Sunday, 9:15-9:45 P.M. | ... | July 18, 1943— | Lennen & Mitchell Inc., N. Y. |
| Kelite Products Inc. (PC), Los Angeles | Kenu | Sam Hayes—Spectator | Sunday, 4:30-4:45 P.M. | 9 | Oct. 17, 1943— | Little & Co., Los Angeles |
| Kellogg Co., Battle Creek, Mich. | Pep | Breakfast at Sardi's | Mon.-Fri., 11:15-11:30 A.M. | 153 | May 3, 1943— | Kenyon & Eckhardt Inc., N. Y. |
| Kellogg Co., Battle Creek, Mich. | Kellogg Products | Breakfast Club | Mon.-Fri., 9:45-10:00 A.M. | 173 | July 5, 1943— | Kenyon & Eckhardt Inc., N. Y. |
| Kellogg Co., Battle Creek, Mich. | Gro-Pup | Kellogg News | Mon.-Fri., 11:30-11:45 A.M. | 165 | Aug. 9, 1943— | Kenyon & Eckhardt Inc., N. Y. |
| Kellogg Co. (PC), Battle Creek, Mich. | Pep | Breakfast at Sardi's | Mon.-Fri., 9:50-9:55 A.M. | 13 | Jan. 4, 1943— | Kenyon & Eckhardt Inc., N. Y. |
| Kendall Foods Inc. (PC), Los Angeles | Dog Food | Andy & Virginia | Tuesday, 10:30-10:45 A.M. | 13 | May 18, 1943–Aug. 10. 1943 | The Mayers Co., Los Angeles |
| Kerr Glass Mfg. Co. (PC), Los Angeles | Mason Jars & Caps | Breakfast at Sardi's | Saturday, 10:00-10:15 A.M. | 17 | Apr. 3, 1943–Sept. 25, 1943 | Raymond R. Morgan Co., Los Angeles |
| Kerr Glass Mfg. Co. (PC), Los Angeles | Mason Jars & Caps | Breakfast at Sardi's | Wednesday, 9:40-9:45 A.M. | 13 | June 16, 1943–Sept. 18, 1943 | Raymond R. Morgan Co., Los Angeles |
| L B Laboratories (PC), Los Angeles | Hair Oil & Shampoo | Breakfast at Sardi's | Wednesday, 9:40-9:45 A.M. | 13 | Dec. 9, 1942–June 9, 1943 | Glasser-Gailey & Co., Los Angeles |
| Langendorf United Bakeries (PC), San Francisco | Bakery Products | Red Ryder | Tues., Thurs., Sat., 7:30-8:00 P.M. | 6 | Feb. 10, 1942— | Ruthrauff & Ryan, San Francisco |
| Lehn & Fink Products, New York | Hinds Cream | Blind Date | Monday, 8:30-9:00 P.M. | 157 | Oct. 25, 1943— | Wm. Esty & Co., N. Y. |
| Loew's Inc., New York | MGM Pictures | MGM Presents V Borge | Mon.-Fri., 7:00-7:05 P.M. | 49 | Nov. 30, 1942–July 2, 1943 | Donahue & Coe Inc., N. Y. |
| Mail Pouch Tobacco Co., Wheeling, W. Va. | Melo Crown Stogies<br>Mail Pouch Tobacco | Counterspy | Monday, 9:00-9:30 P.M. | 101 | Sept. 28, 1942— | Walker & Downing, Pittsburgh |
| Masonite Corp., Chicago | Institutional | E Award | Wednesday, 4:00-4:30 P.M. | 148 | Feb. 24, 1943 Only | N. W. Ayer & Son, Chicago |
| Metropolitan Life Ins. Co., New York | Insurance | Anniv. Program | Wednesday, 9:30-10:00 P.M. | 144 | Mar. 24, 1943 Only | Young & Rubicam, N. Y. |
| Miles Laboratories Inc., Elkhart, Ind. | Alka-Seltzer & Vitamins | Quiz Kids | Sunday, 7:30-8:00 P.M. | 124 | Sept. 4, 1940— | Wade Adv. Agency, Chicago |
| Miles Laboratories Inc., Elkhart, Ind. | Alka-Seltzer & Vitamins | Lum and Abner | Mon.-Thurs., 8:15-8:30 P.M. | 102 | Sept. 29, 1941— | Wade Adv. Agency, Chicago |
| Minneapolis-Honeywell Reg. Co., Minneapolis | Automatic Controls | Alias John Freedom | Wednesday, 9:00-9:30 P.M. | 152 | Aug. 3, 1942–July 14, 1943 | Addison Lewis & Associates, Minneapolis |

(Continued on Page 262)

# AT YOUR SERVICE

***. . . like a Genie in the rich Mid-Mississippi Valley Region***

**This is radio station KXOK in St. Louis at your service. If you want to reach the rich, responsive Mid-Mississippi Valley area, you don't need a magic lamp as Aladdin had . . . you can use the facilities of this powerful station operating on 5000 watts.**

**You can get your message across in the Greater St. Louis area which has an estimated population of 1,504,407, an increase of 100,000 since 1940. In the same period, retail sales have increased at the rate of $100,000,000 annually. Total retail sales now exceed $675,000,000 annually.**

**Here is your opportunity to let KXOK tell your message and sell your product to people who have both the need and the money.**

**Now, more than ever before, is the time to add KXOK to your sales staff in this prosperous area. Write, wire or phone for the many advantages KXOK offers.**

# KXOK

**SAINT LOUIS, MISSOURI**

**630 KILOCYCLES • 5000 WATTS—FULL TIME • BASIC BLUE NETWORK**

*Owned and Operated by the St. Louis Star-Times*

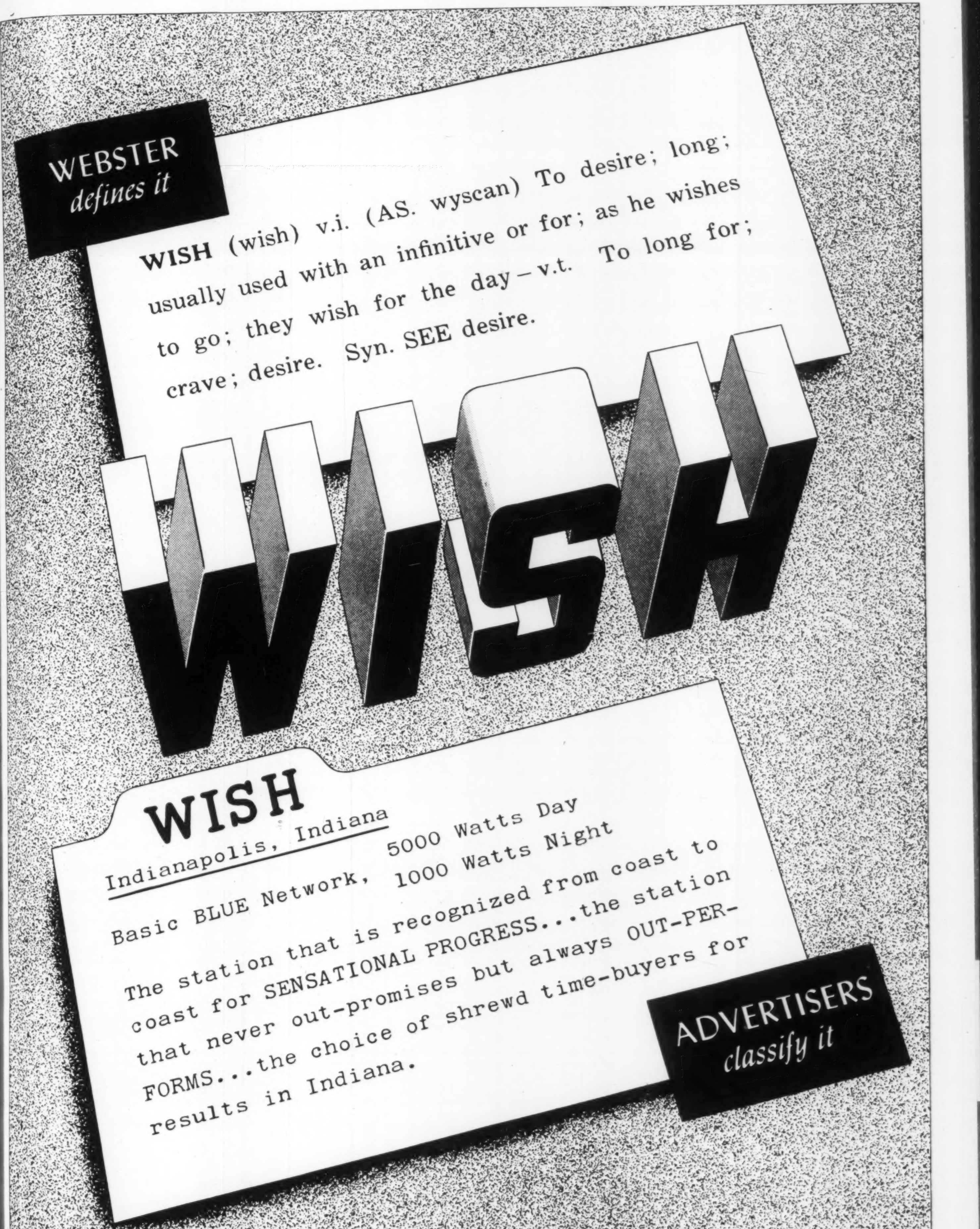
**AFFILIATED WITH KFRU, COLUMBIA, MISSOURI • REPRESENTED BY JOHN BLAIR & COMPANY**

# Advertisers Using Blue Network During 1943

[Continued from Page 260]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|---|---|---|---|---|
| Moore Benjamin & Co., New York | Paints & Varnishes | Betty Moore | Saturday, 10:45-11:00 A.M. | 61 | Mar. 6, 1943–May 29, 1943 | No Agency |
| Mueller Co., C. F., Jersey City | Macaroni | Morning Market Basket | Mon., Wed., Fri., 10:00-10:15 A.M. | 36 | Sept. 16, 1942–Nov. 26, 1943 | Duane Jones Co., N. Y. |
| National Battery Co., St. Paul | Batteries | E Award | Saturday, 4:30-5:00 P.M. | 151 | May 29, 1943 Only | Bronson West Adv. Associates, St. Paul |
| Neighbors of Woodcraft (PC) Portland, Ore. | Insurance | Grandpappy & His Pals | Sunday, 2:00-2:30 P.M. | 25 | May 3, 1942–Apr. 25, 1943 | Showalter-Lynch Adv. Agency, Portland, Ore. |
| New York Central Railroad, New York | Institutional | Bomber Donation | Sunday, 5:30-6:00 P.M. | 141 | Sept. 12, 1943 Only | Geyer-Cornell & Newell, N. Y. |
| Nestle's Milk Products (PC), New York | Nestle's Products | Breakfast at Sardi's | Wednesday, 9:40-9:45 A.M. | 13 | Sept. 9, 1942–Mar. 6, 1943 | Leon Livingston Adv. Agency, San Francisco |
| Nestle's Milk Products (PC), New York | Nestle's Products | Breakfast at Sardi's | Saturday, 9:30-9:45 A.M. | 13 | Sept. 9, 1942–Mar. 6, 1943 | Leon Livingston Adv. Agency, San Francisco |
| Northwestern Yeast Co., Chicago | Yeast Foam | Songs of a Dreamer | Mon., Wed., Fri., 10:00-10:15 A.M. | 17 | Oct. 5, 1942–Dec. 31, 1943 | MacFarland, Aveyard & Co., Chicago |
| O'Cedar Corporation, Chicago | Mops & Floor Polishes | Hot Copy | Sunday, 3:30-4:00 P.M. | 160 | Aug. 29, 1943— | Aubrey, Moore & Wallace, Chicago |
| O'Sullivan Rubber Co., Winchester, Va. | O'Sullivan Heels | Leon Henderson | Saturday, 6:45-7:00 P.M. | 90 | Aug. 14, 1943— | Advertising & Sales Council, Winchester, Va. |
| Philco Corporation, Philadelphia | Institutional | Philco Radio Hall of Fame | Sunday, 6:00-7:00 P.M. | 112 | Dec. 5, 1943— | Sayre M. Ramsdell Associates, Philadelphia |
| Quaker Oats, Chicago | Quaker Puffed Rice & Quaker Puffed Wheat Sparkies | Terry & The Pirates | Mon.-Fri., 6:00-6:15 P.M. | 139 | Feb. 1, 1943–Apr. 30, 1943 | Sherman & Marquette Inc., Chicago |
| Quaker Oats, Chicago | Quaker Puffed Rice & Quaker Puffed Wheat Sparkies | Terry & The Pirates | Mon.-Fri., 6:00-6:15 P.M. | 163 | Aug. 2, 1943— | Sherman & Marquette Inc., Chicago |
| Radio Corp. of America, Camden, N. J. | Institutional | What's New | Saturday, 7:00-8:00 P.M. | 154 | Sept. 4, 1943— | J. Walter Thompson, N. Y. |
| Radio Corp. of America, Camden, N. J. | Institutional | World Pickups | Friday, 8:30-9:00 P.M. | 148 | July 23, 1943 Only | Kenyon & Eckhardt, N. Y. |
| Revlon Products Corporation, New York | Nail Polishes & Lipstick | Revlon Revue | Sunday, 10:00-10:30 P.M. | 79 | Sept. 30, 1943— | Wm. Weintraub & Co., N. Y. |
| Sales Builders Inc. (PC), Los Angeles | Max Factor Cosmetics | Breakfast at Sardi's | Friday, 9:40-9:45 A.M. | 13 | Nov. 6, 1942–Sept. 17, 1943 | Smith & Drum, Los Angeles |
| Safeway Stores Inc. (PC), Oakland, Cal. | Grocery Products | What's Doing Ladies | Mon., Wed., Fri., 2:00-2:15 P.M. | 9 | Nov. 15, 1943— | J. Walter Thompson, San Francisco |
| Seaboard Finance Co. (PC), San Francisco | Personal Loans | News | Mon,-Fri,, 6:55-7:00 P.M. | 7 | Nov. 29, 1943— | Smith & Bull, San Francisco |
| Serutan Company, Jersey City | Serutan | Drew Pearson | Sunday, 7:00-7:15 P.M. | 111 | Oct. 12, 1941— | Raymond Spector Co., N. Y. |
| Sherwin-Williams Co., Cleveland | Paints | Metropolitan Auditions of Air | Sunday, 6:30-7:00 P.M. | 140 | Nov. 29, 1942–Mar. 14, 1943 | Warwick & Legler Inc., N. Y. |
| Sherwin-Williams Co., Cleveland | Paints | Metropolitan Auditions of Air | Sunday, 6:30-7:00 P.M. | 160 | Nov. 28, 1943— | Warwick & Legler Inc., N. Y. |
| Skinner & Eddy Corp. (PC), Seattle | Minute Man Soup | Breakfast at Sardi's | Mon.-Fri., 9:35-9:40 A.M. | 13 | June 1, 1942–May 28, 1943 | J. Wm. Sheets, Seattle |
| Sloan, Dr. Earl S., New York | Sloan's Liniment | Gangbusters | Friday, 9:00-9:30 P.M. | 95 | Sept. 18, 1942— | Warwick & Legler Inc., N. Y. |
| Socony-Vacuum Oil Co., New York | Petroleum Products | Raymond G. Swing | Mon.-Thurs., 10:00-10:15 P.M. | 130 | Sept. 28, 1942— | Compton Adv. Inc., N. Y. |
| Standard Oil of Calif. (PC), San Francisco | Petroleum Products | Lowell Thomas | Mon.-Fri., 9:30-9:45 P.M. | 15 | Nov. 1, 1943— | BBDO, San Francisco |
| Stokely Brothers & Co. (PC), Indianapolis | Van Camp Tenderoni | Breakfast at Sardi's | Saturday, 9:45-10:00 A.M. | 30 | Jan. 2, 1943–Sept. 25, 1943 | Calkins & Holden, N. Y. |
| Sun Oil Co., Philadelphia | Petroleum Products | Lowell Thomas | Mon.-Fri., 6:45-7:00 P.M. | 24 | June 13, 1932— | Roche, Williams & Cunnyngham, Philadelphia |
| Sun Oil Co., Philadelphia | Institutional | Dedication of Refinery | Tuesday, 3:30-4:00 P.M. | 53 | Oct. 27, 1943 Only | Roche, Williams & Cunnyngham, Philadelphia |
| Sweets Co. of America, Hoboken, N. J. | Tootsie Rolls | Dick Tracy | Mon., Wed., Fri., 5:15-5:30 P.M. | 31 | Mar. 15, 1943–June 4, 1943 | Duane Jones Co., N. Y. |
| Sweets Co. of America, Hoboken, N. J. | Tootsie V-M | Dick Tracy | Tues.-Thurs., 5:15-5:30 P.M. | 13 | Sept. 14, 1943— | Duane Jones Co., N. Y. |
| Sweets Co. of America, Hoboken, N. J. | Tootsie V-M | Dick Tracy | Mon., Wed., Fri., 5:15-5:30 P.M. | 46 | Sept. 13, 1943–Dec. 31, 1943 | Duane Jones Co., N. Y. |
| Swift & Co., Chicago | Swift's Products | Breakfast Club | Tues.-Sat., 9:30-9:45 A.M. | 171 | Feb. 8, 1941— | J. Walter Thompson, Chicago |
| Swift & Co. (PC), Chicago | Jewel Shortening | Breakfast at Sardi's | Tues., Wed., Fri., 9:40-9:45 A.M. | 13 | Dec. 21, 1943— | J. Walter Thompson, Chicago |
| Tetley & Co., Joseph, New York | Jiffy Soup | Morning Market Basket | Tues., Thurs., Sat., 10:00-10:15 A.M. | 46 | Nov. 10, 1942–Nov. 6, 1943 | Duane Jones Co., N. Y. |
| Texas Co., New York | Gas & Oil | Metropolitan Opera | Saturday, 2:00-5:00 P.M. | 174 | Nov. 28, 1942—Apr. 24, 1943 | Buchanan & Co., N. Y. |
| Texas Co., New York | Gas & Oil | Metropolitan Opera | Saturday, 2:00-5:00 P.M. | 209 | Nov. 27, 1943— | Buchanan & Co., N. Y. |
| Trimount Clothing Co., Roxbury, Mass. | Clipper Craft Suits & Clothes | Dorothy Thompson | Sunday, 7:15-7:30 P.M. | 64 | Mar. 28, 1943–June 20, 1943 | Emil Mogul Co. Inc., N. Y. |
| Trimount Clothing Co., Roxbuty, Mass. | Clipper Craft Suits & Clothes | Dorothy Thompson | Sunday, 7:15-7:30 P.M. | 67 | Sept. 26, 1943— | Emil Mogul Co. Inc., N. Y. |
| Wander Co., Chicago | Ovaltine | Captain Midnight | Mon.-Fri., 5:45-6:00 P.M. | 76 | Sept. 28, 1942–June 25, 1943 | Blackett-Sample-Hummert, Chicago |

(Continued on Page 264)



WEBSTER
*defines it*

**WISH** (wish) v.i. (AS. wyscan) To desire; long; usually used with an infinitive or for; as he wishes to go; they wish for the day—v.t. To long for; crave; desire. Syn. SEE desire.

## WISH

Indianapolis, Indiana

5000 Watts Day
1000 Watts Night
Basic BLUE Network,

The station that is recognized from coast to coast for SENSATIONAL PROGRESS...the station that never out-promises but always OUT-PERFORMS...the choice of shrewd time-buyers for results in Indiana.

ADVERTISERS
*classify it*

# Advertisers Using Blue Network During 1943

(Continued from Page 262)

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|---|---|---|---|---|
| Wander Co., Chicago | Ovaltine | Captain Midnight | Mon.-Fri., 5:45-6:00 P.M. | 77 | Sept. 27, 1943— | Blackett-Sample-Hummert, Chicago |
| Washington Cooperative Egg & Poultry Assn. (PC), Seattle | Lynden Chickens | Breakfast at Sardi's | Tuesday, 9:40-9:45 A.M. | 13 | Sept. 22, 1942–Sept. 14, 1943 | Pacific Nat. Adv. Agency, Seattle |
| Washington State Apple Com. (PC), Wenatchee, Wash. | Wash. State Apples | Breakfast at Sardi's | Tues., Wed., Fri., 9:40-9:45 A.M. | 13 | Sept. 21, 1943–Dec. 17, 1943 | J. Walter Thompson, San Francisco |
| Wheeling Steel Corp., Wheeling, W. Va. | Steel Products | Musical Steelmakers | Sunday, 5:30-6:00 P.M. | 78 | Oct. 4, 1942–June 27, 1943 | Critchfield & Co., Chicago |
| Wheeling Steel Corp., Wheeling, W. Va. | Steel Products | Musical Steelmakers | Sunday, 5:30-6:00 P.M. | 101 | Sept. 26, 1943— | Critchfield & Co., Chicago |
| Williams Co., J. B., Glastonbury, Conn. | Shaving Cream | True or False | Monday, 8:30-9:00 P.M. | 84 | Sept. 15, 1941–June 28, 1943 | J. Walter Thompson, N. Y. |
| Williams Co., J. B., Glastonbury, Conn. | Shaving Cream | Adventures of Nero Wolfe | Monday, 8:30-9:00 P.M. | 86 | July 5, 1943–Sept. 27, 1943 | J. Walter Thompson, N. Y. |
| Williamson Candy Co., Chicago | Candy | Famous Jury Trials | Tuesday, 9:00-9:30 P.M. | 75 | Nov. 11, 1940— | Aubrey Moore & Wallace, Chicago |
| Wilson Milk Co., Indianapolis | Evaporated Milk | Smile Awhile | Wed., Fri., 11:30-11:45 A.M. | 11 | Oct. 5, 1942–May 14, 1943 | Keeling & Co., Indianapolis |
| Wilson Sporting Goods Co., Chicago | Sporting Goods | Nat'l Tennis Champ | Saturday, Sunday, Monday | 157 | Sept. 4, 5, 6, 1943 Only | United States Adv. Corp., Chicago |

WHAT BUILDS A RADIO AUDIENCE?

Breakfast Club
What's New?
Winchell & Basin Street
Sports
Blind Date
Breakfast At Sardi's
Metropolitan Opera
Quiz Kids
Boston Symphony
Philco Hall of Fame
Gangbusters
Duffy's Tavern
Lowell Thomas

PROGRAMS, PLUS SHOWMANSHIP

**In addition to these outstanding network shows, WKAT has the highest rated local commercial half-hour straight across the board. The WKAT audience is increasing every month. With no increase in rates, it's the best dollar buy in South Florida.

***7:30-8 P. M. For confirmation, refer to Hooper Reports.*

WKAT
IN MIAMI
SPOT SALES, INCORPORATED, National Reps.

BLUE
1000 WATTS
1360 KC

Floor Coverings
Banks
Jewelers
Beverages
Bakeries
Men's Clothes
Woman's Clothes
Department Stores
Furniture
Restaurants
Furs
Theatres
Laundries
Automotive

# The Butcher... The Baker... The Candlestick Maker

* * *

**23 ADVERTISERS** are now using WFCI ***continuously*** for the THIRD ***consecutive*** year.

* * *

**11 ADVERTISERS** (whose products or services are seasonable) have used WFCI ***regularly*** for the THIRD ***consecutive*** year.

* *

**16 ADVERTISERS** are now using WFCI ***continuously*** for the SECOND ***consecutive*** year.

**ALSO** there are MORE NEW ADVERTISERS whose history will be told later . . .

These local and national advertisers **buy** WFCI because they know the comparative sales value and program popularity of local stations.

They **renew** on WFCI because they learn that WFCI produces definite sales results, and they do not wish to forfeit the valuable preferential positions they hold amid the rising tide of WFCI'S program popularity.

To this list should be added the entire roster of Blue Network Advertisers sponsoring the most outstanding programs in radio's history.

***Basic Blue Network — 1,000 Watts — 1420 Kilocycles***

**PAWTUCKET BROADCASTING COMPANY**
450 MAIN STREET, PAWTUCKET, RHODE ISLAND

National Representatives
WILLIAM RAMBEAU
NEW YORK — CHICAGO
LOS ANGELES

# wfci

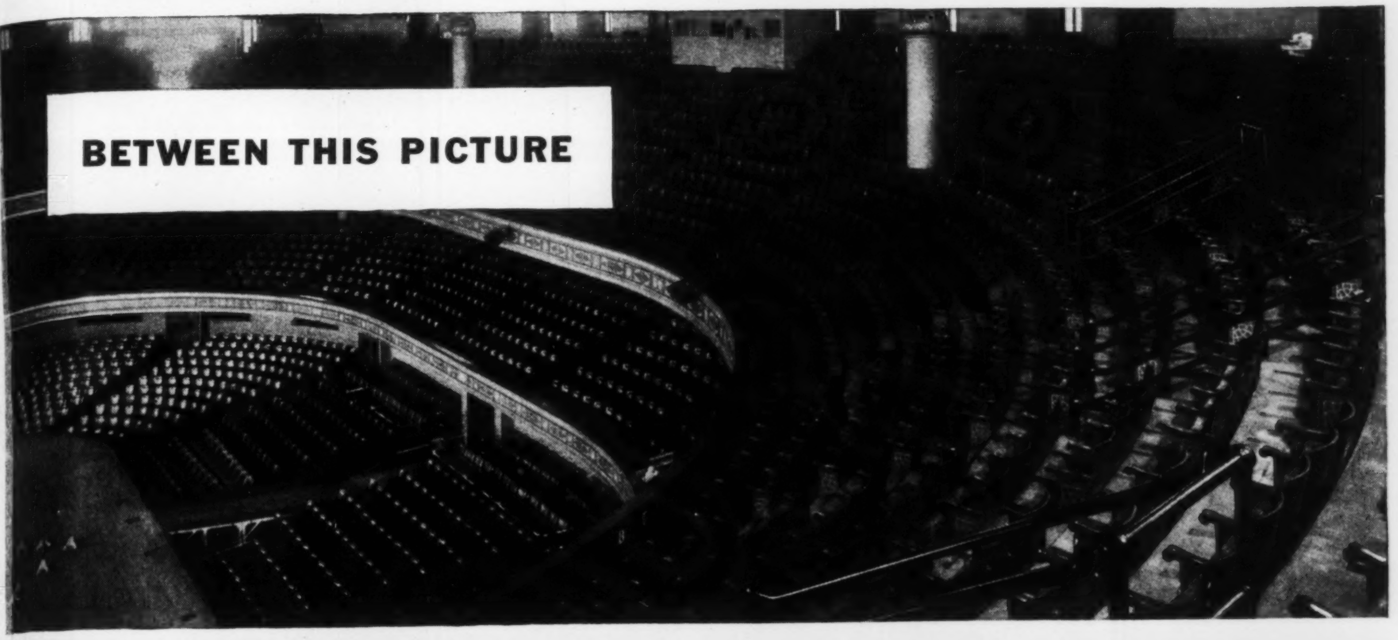
* THE ECONOMY ROUTE TO NEW ENGLAND'S SECOND LARGEST MARKET *

# Advertisers Using Mutual Network During 1943

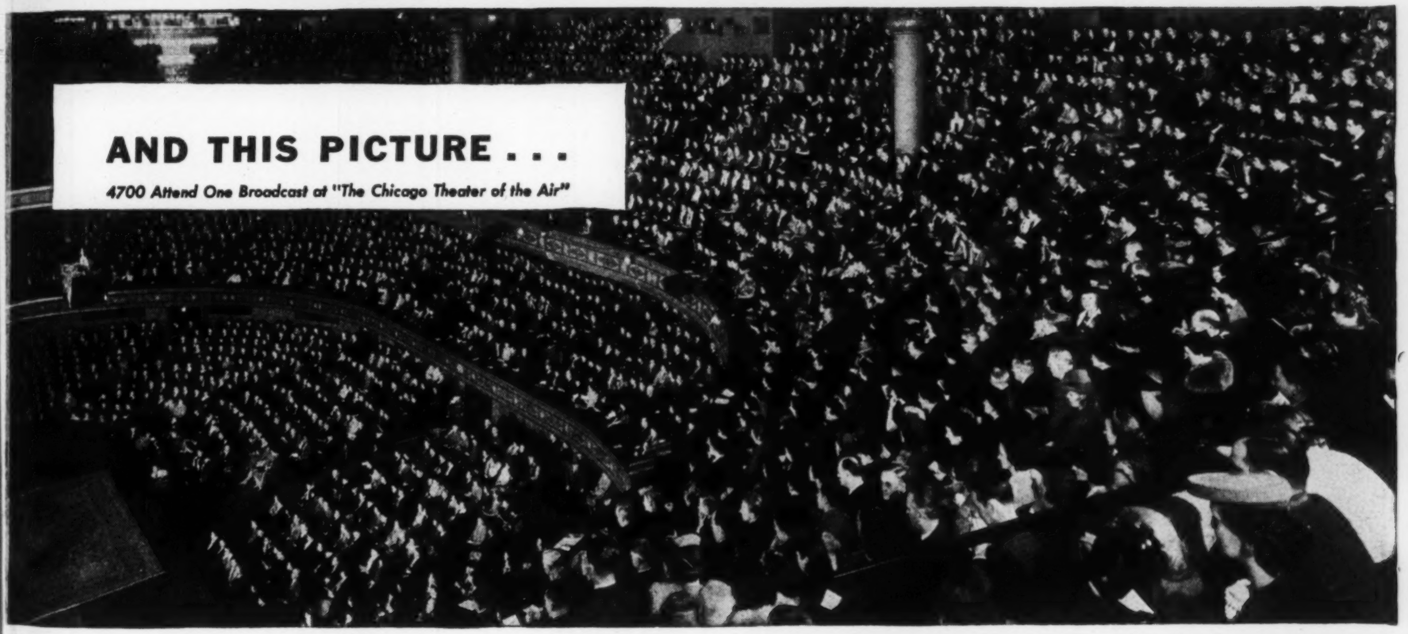
| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|---|---|---|---|---|
| American Bird Products Inc., Chicago | Bird Food | American Radio Warblers | Sunday, 1:15-1:30 P.M. | 10 | 10/17/43— | Weston-Barnett Inc., Chicago |
| American Cigarette & Cigar Co. Inc., New York | Pall Mall Cigarettes | Gracie Fields' Victory Show | Mon.-Fri., 9:15-9:30 P.M. | 163 | 10/18/43–1/14/44 | Ruthrauff & Ryan Inc., N. Y. |
| Anacin Co., New Tork | Anacin | John B. Hughes, News Commentator | Wed. & Sat., 10:00-10:15 P.M. | 76 | 10/17/42–12/18/43 | Blackett-Sample-Hummert, N. Y. |
| Barbasol Co., Indianapolis | Barbasol | Gabriel Heatter | Sunday, 8:45-9:00 P.M. | 171 | 7/11/43— | Erwin Wasey & Co. Inc. N. Y. |
| Barbasol Co., Indianapolis | Barbasol | Singin' Sam | Mon. & Wed., 8:15-8:30 P.M.<br>Tues. & Thurs., 8:00-8:15 P.M. | 55 | 4/26/43–6/30/43<br>1/5/43–4/22/43 | Erwin Wasey & Co. Inc., N. Y. |
| Bayuk Cigars Inc., Philadelphia | Phillies | Sizing Up the News, Sam Balter<br>Sizing Up the News, Cal Tinney | Mon., Wed., Fri., 8:00-8:15 P.M.<br>Mon., Wed., Fri., 8:00-8:15 P.M. | 73 | 7/28/43—<br>11/7/41–7/26/43 | Ivey & Ellington Inc., Philadelphia |
| Benson & Hedges Inc., New York | Virginia Rounds Cigarettes | The War News Analyst, Paul Schubert | Mon.-Fri., 10:30-10:45 P.M. | 7 | 8/17/42–11/12/43 | Arthur Kudner Inc., N. Y.<br>Until 10/8/43 Duane Jones Co., N. Y. |
| Bridgeport Brass Co., Bridgeport | Brass | Army-Navy "E" Award | Saturday, 5:30-6:00 P.M. | 32 | 8/21/43 only | Direct |
| Campana Sales Co., Batavia, Ill. | Campana Balm, Hand Cream, Old South Toiletries, Dreskin, Coolies, etc. | First Nighter | Sunday, 6:00-6:30 P.M. | 121 | 11/7/43—<br>10/4/42–4/25/43 | Wallace-Ferry-Hanley Co., Chicago<br>formerly Aubrey, Moore & Wallace Inc., Chicago |
| Chef Boy-Ar-Dee Quality Foods Inc., Milton, Pa. | Spaghetti Dinner | Boake Carter, News Commentator | Mon., Wed., Fri., 12:00-12:15 P.M. | 60 | 5/3/43— | McJunkin Adv. Co., Chicago |
| Clark Brothers Chewing Gum Co., Pittsburgh | Clark's Teaberry Gum | Good-Will Hour—John J. Anthony | Sunday, 10:15-11:00 P.M. | 62 | 12/5/43— | Walker & Downing, Pittsburgh |
| Consolidated Razor Blade Co. Inc. Jersey City, N. J. | Berkeley Razor Blades | The Better Half | Monday, 8:30-9:00 P.M. | 12 | 4/26/43–8/9/43 | Grey Adv. Agency Inc., N. Y. |
| Conti Products Corp., Brooklyn | Conti Shampoo & Soap | The Treasure Hour of Song | Thursday, 9:30-10:00 P.M. | 19 | 11/18/43—<br>1/21/43–6/3/43 | Bermingham, Castleman & Pierce, Inc., N. Y. |
| Conti Products Corp., Brooklyn | Conti Shampoo & Soap | Memo For Tomorrow, Charles Hodges | Sunday, 10:45-11:00 A.M. | 10 | 6/13/43–11/14/43 | Bermingham, Castleman & Pierce Inc., N. Y. |
| Conti Products Corp., Brooklyn | Conti Shampoo & Soap | Walter Compton, News Commentator | Sunday, 10:45-11:00 A.M. | 9 | 7/26/42–1/17/43 | Bermingham, Castleman & Pierce Inc., N. Y. |
| Converse Rubber Co., Malden, Mass. | Institutional | Army-Navy "E" Award | Monday, 5:00-5:30 P.M. | 21 | 1/4/43 only | Bresnick & Solomont, Boston |
| Coronet Magazine, Chicago | Coronet Magazine | Coronet Little Show | Sunday, 6:45-7:00 P.M. | 55 | 11/7/43–1/30/44 | Schwimmer & Scott, Chicago |
| Curtis-Wright Corp., Buffalo | Institutional | He Does Not Fly Alone | Sunday, 3:30-4:30 P.M. | 11 | 4/11/43 only | Landsheft Inc., Buffalo |
| Delaware, Lackawanna & Western Coal Co., New York | Blue Coal | The Shadow | Sunday, 5:30-6:00 P.M. | 29 | 9/26/43—<br>9/27/42–3/21/43 | Ruthrauff & Ryan Inc., N. Y. |
| Detroit Bible Class (Changed name to Radio Bible Class effective 9/43) | Religion | Detroit Bible Class | Sunday, 10:00-10:30 A.M. | .. | 11/10/40— | Aircasters Inc., Detroit |
| W. L. Douglas Shoe Co., Brockton, Mass. | Shoes | Today's World News, John Stanley | Sunday, 11:45-12:00 Noon | 19 | 12/5/43— | Harold Cabot & Co. Inc., Boston |
| W. L. Douglas Shoe Co., Brockton, Mass | Shoes | Tonight's World News, John Stanley | Sunday, 10:30-10:45 P.M. | 19 | 3/7/43–11/28/43 | Harold Cabot & Co. Inc., Boston |
| Dubonnet Corp., New York | Dubonnet Wine | Your Dubonnet Date with Xavier Cugat | Wednesday, 8:30-9:00 P.M. | 57 | 12/1/43— | Wm. H. Weintraub & Co. Inc., N. Y. |
| Duffy-Mott Co. Inc., New York | Mott Apple Products & Sunsweet Prune Juice | What's Your Idea, Imogene Wolcott | Mon., Wed., Fri., 11:45-11:55 A.M.<br>Mon., Wed., Fri., 11:50-12:00 Noon | 58 | 9/13/43—<br>6/21/43–9/10/43 | Al Paul Lefton Co. Inc., Philadelphia |
| Employers' Group Insurance Co. of Boston, Mass. | Insurance | Cedric Foster, News Commentator | Sunday, 10:00-10:15 P.M.<br>Friday, 10:00-10:15 P.M. | 183 | 11/7/43—<br>8/6/43–11/5/43 | H. B. Humphrey Co., Boston |
| Garrett & Co. Inc., Brooklyn | Virginia Dare Wine | Spirit of Christmas | Friday, 8:30-9:00 P.M. | 24 | 12/24/43 only | Ruthrauff & Ryan Inc., Chicago |
| General Cigar Co. Inc., New York | White Owl Cigars | Raymond Clapper | Mon., Thurs., 10:00-10:15 P.M. | 68 | 9/24/42— | J. Walter Thompson Co., N. Y. |
| Gillette Safety Razor Co., Boston | Gillette Safety Razors and Blades | Boxing | 10:00 P.M. to conclusion | 167 | 26 Sports Events | Maxon Inc., N. Y. |
| Gillette Safety Razor Co., Boston | Gillette Safety Razors and Blades | World Series | 1:15 P.M. to concl. fm N. Y.<br>2:15 P.M. to concl. fm St. Louis | 243 | 10/5, 6, 7, 10, 11 | Maxon Inc., N. Y. |
| Gillette Safety Razor Co., Boston | Gillette Safety Razors and Blades | East-West Football Game | Friday, following Cotton Bowl, approximately 4:45 P.M. | 159 | 1/1/43 only | Maxon Inc., N. Y. |
| Gillette Safety Razor Co., Boston | Gillette Safety Razors and Blades | Cotton Bowl Game | Friday, 2:00 P.M. to concl. | 150 | 1/1/43 only | Maxon Inc., N. Y. |
| Gospel Broadcasting Association | Evangelical Talks | Old Fashioned Revival Hour | Sunday, 7:00-8:00 P.M.<br>Sunday, 9:00-10:00 P.M. | 203 | 10/10/43—<br>1/3/37–10/3/43 | R. H. Alber Co., Los Angeles |
| Gospel Broadcasting Association | Religion | Pilgrim Hour | Sunday, 2:00-3:00 P.M. | 160 | 9/6/42— | R. H. Alber Co., Los Angeles |
| Gotham Hosiery Co. Inc., New York | Hosiery | Strictly Personal, Pegeen Fitzgerald | Tues., Thurs., 11:55-12:00 Noon | 85 | 10/5/43— | Sterling Adv. Agency Inc., N. Y. |
| Grove Laboratories Inc., St. Louis, Mo. | Grove's Cold Tablets & B Complex Vitamins | Ray Dady, News Commentator | Mon.-Fri., 1:00-1:15 P.M. | 56 | 11/1/43— | Russel M. Seeds Co. Inc., Chicago |
| Harvel Watch Co., New York | Watches | John B. Hughes, News Commentator | Sunday, 10:00-10:15 P.M. | 22 | 6/6/43–10/31/43 | A. W. Lewin Co., Inc., Newark, N. J. |
| Hercules Motor Corp., Canton, O. | Institutional | Army-Navy "E" Award | Monday, 3:00-3:30 P.M. | 15 | 1/11/43 only | Steel City Adv. Agency, Canton, O. |
| Hoover Co., Canton, O. | Institutional | Army-Navy "E" Award | Tuesday, 3:00-3:30 P.M. | 39 | 2/2/43 only | Leo Burnett Co. Inc., Chicago |
| Jones & Laughlin Steel Corp., Pittsburgh | Steel Products | Navy "E" Award | Monday, 4:30-5:00 P.M. | 8 | 6/14/43 only | Calkins & Holden, N. Y. |

(Continued on Page 268)

# THE DIFFERENCE



BETWEEN THIS PICTURE



AND THIS PICTURE . . .

*4700 Attend One Broadcast at "The Chicago Theater of the Air"*

# IS WGN SHOWMANSHIP

**EASTERN SALES OFFICE:**
220 E. 42nd Street, New York 17, N. Y.
PAUL H. RAYMER CO.
Los Angeles 14, Cal.; San Francisco, Cal.

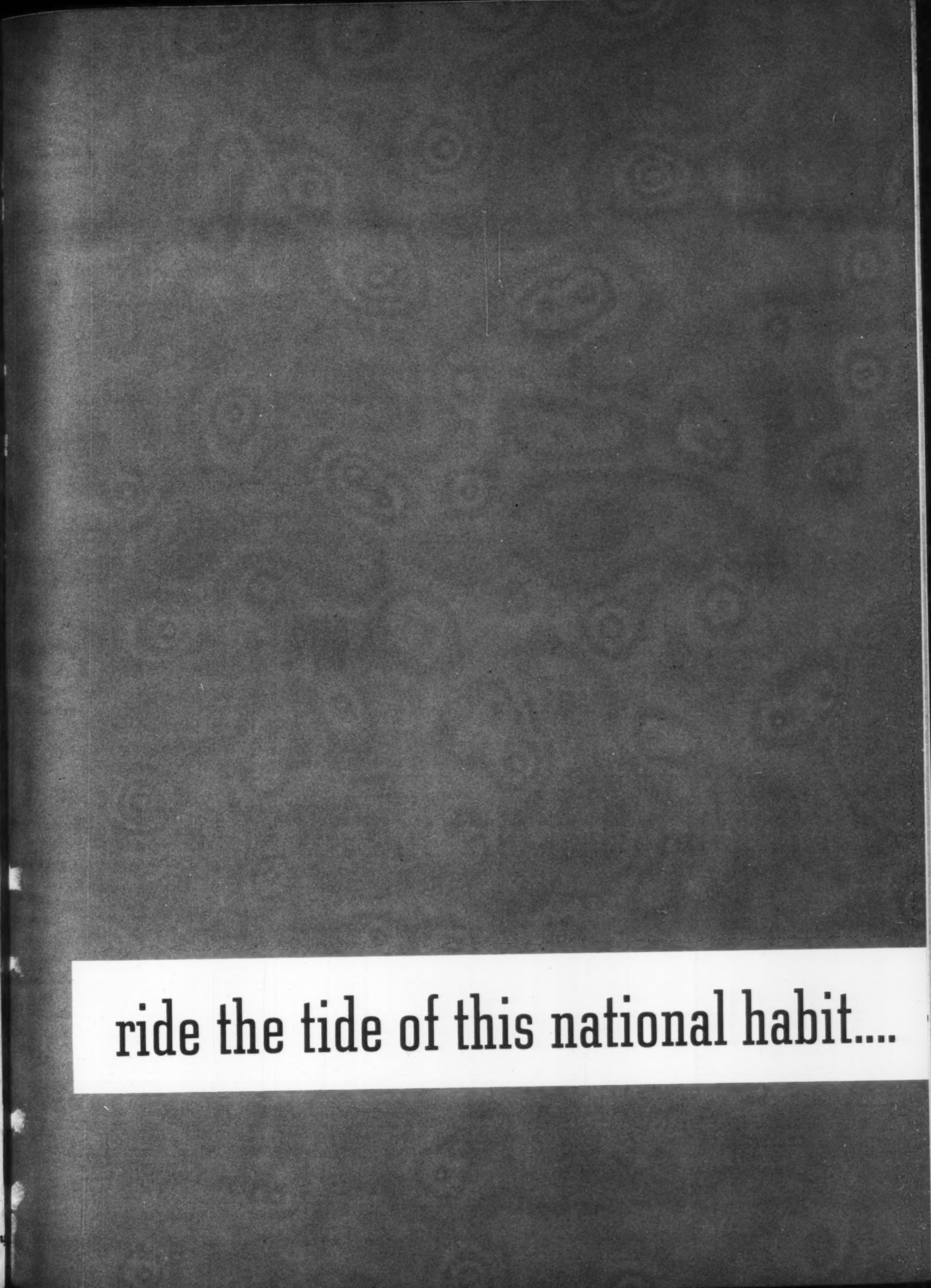
**A Clear Channel Station**

CHICAGO ILLINOIS
50,000 WATTS 720 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|---|---|---|---|---|
| Jones & Laughlin Steel Corp., Pittsburgh | Steel Products | March of Fighting Steels | Saturday, 7:00-7:30 P.M. | 16 | 5/22/43 only | Calkins & Holden, N. Y. |
| Kellogg Co., Battle Creek | Kellogg's All-Bran | Jack Berch and His Boys | Mon.-Fri., 1:15-1:30 P.M. | 23 | 9/20/43— | Kenyon & Eckhardt Inc., N. Y. |
| Kellogg Co., Battle Creek | Kellogg's Pep | Superman | Mon.-Fri., 5:45-6:00 P.M. Local | 188 | 1/4/43— | Kenyon & Eckhardt Inc., N. Y. |
| Land O'Lake Creameries Inc., Minneapolis | Land O'Lake Butter, occasionally cheese & turkeys | Boake Carter, News Commentator | Tues., Thurs., 12:00-12:15 P.M.<br>Mon., Wed., Fri., 12:00-12:15 P.M. | 18 | 2/2/43–7/15/43<br>4/6/42–1/29/43 | Campbell-Mithun Inc., Minneapolis |
| Frank H. Lee Co., New York | Lee Hats | Dale Carnegie (Little Known Facts about Well-known People) | Thursday, 10:15-10:30 P.M. | 29 | 9/2/43— | Bermingham, Castleman & Pierce Inc., N. Y. |
| Lehn & Fink Products Co., New York | Hinds Honey & Almond Cream | Take A Card | Wednesday, 8:30-9:00 P.M. | 204 | 4/28/43–10/20/43 | Wm. Esty & Co. Inc., N. Y. |
| Lewis-Howe Co., St. Louis | Tums & NR Remedy | Let's Be Charming | Thursday, 1:30-2:00 P.M. | 181 | 12/2/43— | Roche, Williams & Cunnyngham Inc., N. Y. |
| Loyal Order of Moose, Mooseheart, Ill. | Insurance Benefits | Moose Fireside Party | Sunday, 5:00-5:30 P.M. | 61 | 10/17/43–1/9/44 | L. M. Ramsey Co., Davenport, Ia |
| Lumbermen's Mutual Casualty Co., Chicago | Insurance | Upton Close, News Commentator | Sunday, 6:30-6:45 P.M.<br>Sunday, 5:15-5:30 P.M. | 102 | 2/21/43—<br>11/22/42–2/14/43 | Leo Burnett Co. Inc., Chicago |
| Lumbermen's Mutual Casualty Co., Chicago | Insurance | Upton Close, News Commentator | Saturday, 8:30-8:45 P.M. | 56 | 3/20/43–6/5/43 | Leo Burnett Co. Inc., Chicago |
| Lutheran Laymen's League, St. Louis | Religion | Lutheran Hour | Sunday, 1:30-2:00 P.M. | 226 | 4/25/43—<br>10/25/42–4/18/43 | Gotham Adv. Co. Inc., N. Y.<br>until 4/25/43 Kelly, Zahrndt & Kelly, St. Louis |
| Maryland Pharmaceutical Co., Baltimore | Rem & Rel | Words In The News | Mon., Wed., Fri., 11:55-12:00 Noon | 54 | 10/4/43— | The Joseph Katz Co., Baltimore |
| McElroy Mfg. Corp., Boston | Institutional | Army-Navy "E" Award | Monday, 4:30-5:00 P.M. | 41 | 11/8/43 only | Direct |
| Metro-Goldwyn-Mayer Inc., New York | Motion Pictures | People's Reporter, Fulton Oursler | Mon.-Fri., 8:15-8:30 P.M. | 46 | 11/15/43— | Donahue & Coe Inc., N. Y. |
| National Small Business Men's Association, Chicago | .............. | Abe Lincoln's Story | Sunday, 4:30-5:00 P.M. | 56 | 12/5/43— | Schwimmer & Scott, Chicago |
| People's Church Inc., Indianapolis | Religion | Cadle Tabernacle | Sunday, 12:00-12:30 P.M. | 136 | 10/18/42–1/10/43 | Ivey & Ellington Inc., Philadelphia |
| Petri Wine Co., San Francisco | Wine | Adventures of Sherlock Holmes | Monday, 8:30-9:00 P.M. | 49 | 10/4/43— | Young & Rubicam Inc., N. Y. |
| Petri Wine Co., San Francisco | Wine | Adventures of Sherlock Holmes | Friday, 8:30-8:55 P.M. | .. | 4/30/43–10/1/43 | until 11/1/43 Erwin Wasey & Co. Inc., San Francisco |
| Pharmaco Inc., Newark, N. J. (Formerly White Laboratories Inc.) | Feen-a-mint and/or Chooz | Double or Nothing | Friday, 9:30-10:00 P.M. | 204 | 5/8/42— | Ruthrauff & Ryan Inc., N. Y.<br>until 1/1/44 Wm. Esty & Co. Inc., N. Y. |
| Pharmaco Inc., Newark | Chooz | Hookey Hall | Sunday, 1:30-2:00 P.M. | 34 | 11/7/43— | Clements Co. Inc., Philadelphia |
| Pharmaco Inc., Newark | Chooz | Bobby Hookey (until 11/7/43) | Sunday, 10:45-11:00 P.M. | 34 | 4/4/43–10/31/43 | Clements Co. Inc., Philadelphia |
| Radio Bible Class (Formerly called Detroit Bible Class) | Religion | Radio Bible Class | Sunday, 10:00-10:30 A.M. | 171 | 11/10/40— | Aircaster Inc., Detroit |
| Richfield Oil Corp. of New York, New York | Richfield Oil & Gasoline | Confidentially Yours, A. Hale | Tues., Thurs., Sat., 7:30-7:45 P.M. | 27 | 1/6/42— | Hixson-O'Donnell Adv. Inc., N. Y.<br>until 2/1/41 Sherman K. Ellis Co., N. Y. |
| Schenley Import Corp., New York | Cresta Blanca Wines | Cresta Blanca Carnival | Wednesday, 9:15-10:00 P.M. | 74 | 10/14/42–4/7/43 | Wm. H. Weintraub & Co. Inc., N. Y. |
| R. B. Semler Inc., New Canaan, Conn. | Kreml Hair Tonic & Shampoo | Gabriel Heatter, News Commentator | Mon., Wed., Fri., 9:00-9:15 P.M. | 179 | 8/7/40— | Erwin Wasey & Co. Inc., N. Y. |
| Serutan Co., Jersey City | Serutan and/or affiliated products and publications | A. L. Alexander's Mediation Board | Sunday, 8:00-8:45 P.M. | 48 | 7/11/43— | Raymond Spector Co. Inc., N. Y. |
| Sherwood Bros. Inc., Baltimore, Md. | Richfield Oil & Gasoline | Confidentially Yours, Arthur Hale | Tues., Thurs., Sat., 7:30-7:45 P.M. | 3 | 10/1/40— | Van Sant, Dugdale & Co. Inc., Baltimore |
| Sinclair Refining Co., New York | Oil & Gasoline | Confidentially Yours, Arthur Hale | Tues., Thurs., Sat., 8:00-8:15 P.M. | 110 | 1/4/44— | Hixson-O'Donnell Adv. Inc., N. Y. |
| Sinclair Refining Co., New York | Oil & Gasoline | Confidentially Yours, Arthur Hale | Tues., Thurs., Sat., 7:45-8:00 P.M. | 110 | 3/16/43–1/1/44 | Hixson-O'Donnell Adv. Inc., N. Y. |
| Studebaker Corp. of America (Pacific Division) | Studebaker Automobiles | John B. Hughes, News Commentator | Mon., Wed., Fri., 12:30-12:45 A.M. | 37 | 9/30/42–1/15/43 | Roche, Williams & Cunnyngham Inc., Chicago |
| Voice of Prophecy Inc., Washington, D. C. | Religion | Voice of Prophecy | Sunday, 9:30-10:00 A.M. | 179 | 10/10/43— | G. C. Hoskin Assoc., Chicago |
| Voice of Prophecy Inc., Washington, D. C. | Religion | Voice of Prophecy | Sunday, 7:00-7:30 P.M. | 179 | 1/4/42–10/3/43 | until 10/4/42 Jack Parker & Assoc., Hollywood |
| Wesley Radio League | Religion | Rev. John E. Zoller | Sunday, 11:00-11:30 A.M. | 134 | 11/1/42— | Aircasters Inc., Detroit |
| Western Conference of Teamsters, Los Angeles | .............. | Curtain, America | Thursday, 9:30-10:00 P.M. | 2 | 12/17/42–2/18/43 | Clarence Juneau Agencies, Los Angeles |
| Whithall Pharmacal Co., New York | Aspertane | Arthur Van Horn—AP News | Mon., Wed., Fri., 1:30-1:35 P.M. | 92 | 4/20/42–1/15/43 | Blackett-Sample-Hummert, N. Y. |
| Wilson Sporting Goods Co., Chicago | Sports Equipment | Arch Ward's Sports Review | Wednesday, 10:15-10:30 P.M. | 69 | 1/5/44— | U. S. Adv. Corp., Chicago |
| Wilson Sporting Goods Co., Chicago | Sports Equipment | Arch Ward's Sports Review | Friday, 10:15-10:30 P.M. | 69 | 10/22/43–12/31/43 | U. S. Adv. Corp., Chicago |
| Wright's Automatic Machinery Co. | Institutional | Army-Navy "E" Award | Saturday, 4:15-4:45 P.M. | 66 | 4/17/43 only | Harvey-Massengale Co. Inc., Durham, N. C. |
| Young People's Church of the Air, Philadelphia | Religion | Talks by Rev. Percy Crawford | Sunday, 9:00-9:30 A.M.<br>Sunday, 4:30-5:00 P.M. | 189 | 12/5/43—<br>10/19/41–11/28/43 | Ivey & Ellington Inc., Philadelphia<br>until 1/19/41 R. H. Alber Co., Los Angeles |
| Zonite Products Corp., New York | Forhan's Toothpaste | Gabriel Heatter, News Commentator | Tues., Thurs., 9:00-9:15 P.M. | 177 | 7/8/41— | Erwin Wasey & Co. Inc., N. Y. |
| | | **COOPERATIVELY SPONSORED MUTUAL NETWORK PROGRAMS** | | | | |
| Local Sponsors | Various | Adventures of Bulldog Drummond | Sunday, 3:30-4:00 P.M.<br>Sunday, 5:30-6:00 P.M.<br>Monday, 8:30-9:00 P.M. | Varies | 9/26/43—<br>4/25/43–9/19/43<br>10/26/42–4/19/43 | Various |
| Local Sponsors | Various | Arthur Gaeth, News Commentator | Sunday, 12:30-12:45 P.M.<br>Sunday, 10:45-11:00 A.M.<br>Mon.-Fri., 11:00-11:15 A.M.<br>Mon.-Fri., 3:00-3:15 P.M. | Varies | 6/13/43–9/12/43<br>5/2/43–6/6/43<br>10/18/43—<br>5/3/43–10/15/43 | Various |
| Local Sponsors | Various | Background for News, Walter Compton | Mon.-Fri., 4:00-4:15 P.M.<br>Sunday, 10:45-11:00 A.M. | Varies | 5/18/43—<br>7/26/42–1/17/43 | Various |
| Local Sponsors | Various | Bill Hay Reads the Bible | Mon.-Fri., 12:15-12:30 P.M. | Varies | 9/2/42–11/26/43 | Various |
| Local Sponsors | Various | Boake Carter, News Commentator | Mon.-Fri., 12:00-12:15 P.M. | Varies | 6/8/42— | Various |
| Local Sponsors | Various | Cedric Foster, News Commentator | Mon.-Fri., 2:00-2:15 P.M. | Varies | 9/1/41— | Various |
| Local Sponsors | Various | Fulton Lewis Jr., News Commentator | Mon.-Fri., 7:00-7:15 P.M. | Varies | 10/17/38— | Various |
| Local Sponsors | Various | Johnson Family | Mon.-Fri., 7:15-7:30 P.M. | Varies | 1/2/41— | Various |
| Local Sponsors | Various | Ian Ross Macfarlane, News Commentator | Mon.-Fri., 5:00-5:15 P.M.<br>Mon.-Fri., 10:00-10:15 A.M. | Varies | 12/29/43—<br>11/9/42–12/28/43 | Various |
| Local Sponsors | Various | Karl Zomar's Scrapbook | Mon.-Fri., 11:15-11:30 A.M.<br>Mon.-Fri., 1:45-2:00 P.M. | Varies | 8/3/42–2/19/43<br>2/22/43–8/27/43 | Various |
| Local Sponsors | Various | Philip Keyne-Gordon | Mon.-Fri., 6:01-6:15 P.M.<br>Sunday, 1:00-1:15 P.M. | Varies | 8/3/42–12/24/43<br>8/2/42–12/19/43 | Various |
| Local Sponsors | Various | Q. E. D., News Commentator | Mon.-Fri., 11:00-11:15 P.M.<br>Mon.-Fri., 1:00-1:15 P.M. | Varies | 9/21/42—<br>6/22/42–9/18/42 | Various |
| Local Sponsors | Various | Stanley Dixon, News Commentator | Sunday, 1:00-1:15 P.M.<br>Mon.-Fri., 11:00-11:15 A.M. | Varies | 5/16/43–10/10/43<br>5/24/43–10/15/43 | Various |
| Local Sponsors | Various | Sydney Moseley, News Commentator | Mon.-Fri., 5:00-5:15 P.M.<br>Mon.-Fri., 1:00-1:15 P.M.<br>Mon.-Fri., 11:00-11:15 P.M. | Varies | 10/18/43–12/24/43<br>5/24/43–10/15/43<br>7/20/42–5/14/43 | Various |
| Local Sponsors | Various | The Shadow | Sunday, 5:30-6:00 P.M. | Varies | 9/26/43—<br>9/27/42–3/21/43 | Various |
| Local Sponsors | Various | The World's Frontpage | Mon.-Fri., 6:30-6:45 P.M. | Varies | 9/20/43— | Various |


ride the tide of this national habit....

# ...the national habit of st

## millions and millions listen regularly to NBC

Millions and millions of Americans tune every night and day to NBC because they like what they hear. They've made listening *regularly* a regular habit. And no wonder.

## the greatest shows in radio are on NBC

The listener knows where the winners are playing and that's where he keeps his dial. CAB and Hooper surveys consistently find that NBC shows are the nation's choice—have found NBC programs are nine out of the first ten audience rated shows; 15 out of the first 20; 33 out of the first 50 of *all* programs on the air.

## it's NBC for "The Parade of Stars"

Year after year, popularity polls conducted by newspapers and trade magazines show that there are far more popular stars on NBC than all the other networks combined.

When an advertiser has a valuable entertainer, he looks for the most valuable audience his money can buy—and that's why more of the nation's favorites are on NBC.

## NBC service to the nation and the public

In fast-changing times, it's frequently important that information reach great masses of people in a hurry. NBC is proud to have contributed hundreds of educational programs and tens of thousands of announcements in the public interest. NBC listeners are among the world's best-informed people.

# sting tuned to NBC

## the one best bet—the head that wears the coronet

Most of the big advertisers learned long ago that NBC is a sound investment. Two-thirds of the advertisers who spent more than half a million dollars last year were on NBC. Since 1926, America's Number One Network has been a best bet for the advertising dollar.

## advertisers stick with NBC

When an advertiser goes on NBC, he nearly always stays. Three-fourths of NBC's clients have been on the network from five to fifteen years. More than half have been consistent users of NBC time for more than ter years. Year after year, they renew their lease on this responsive audience, enjoy the good-will and patronage of millions of American consumers.

## the world's best-known chimes identify NBC

Everybody knows NBC's three-toned trade mark. When an advertiser sets his radio program between these familiar harmonies, he can be sure of the advantage of meeting an attentive, receptive and NBC-minded audience from the very start. Millions of listeners in millions of homes, day after day, night after night, supply the proof. A smart editor once said it: "The best-known sequence of sounds on this planet is the NBC chimes."

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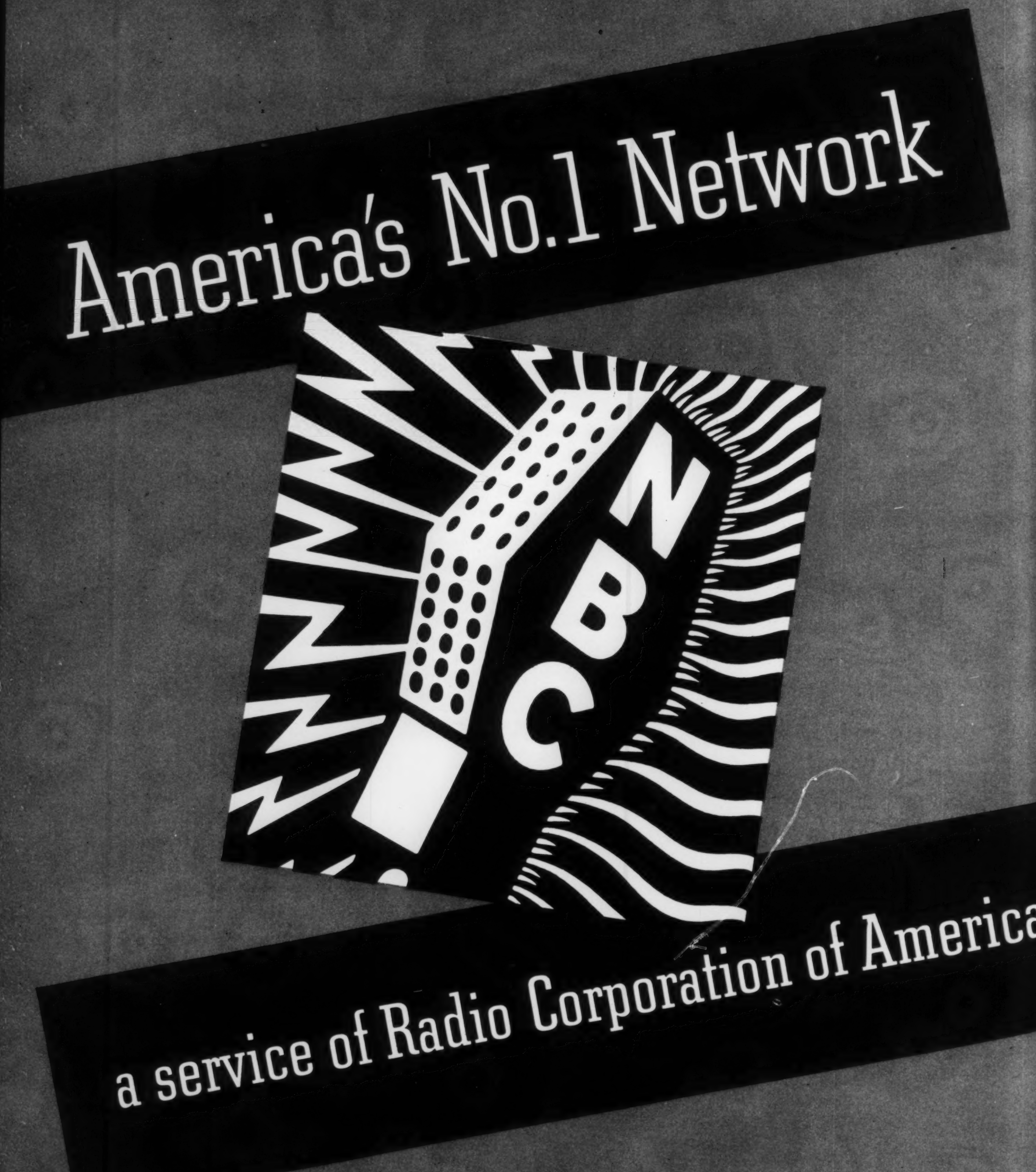
**They all tune to the National Broadcasting Company**

**It's a National Habit**


America's No. 1 Network
NBC
a service of Radio Corporation of America

# Advertisers Using NBC Network During 1943

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|---|---|---|---|---|
| Aluminum Co. of America, Pittsburgh | Aluminum products | Lighted Windows | Saturday, 11:30-12:00 Noon | 123 | Dec. '43— | Fuller & Smith & Ross, N. Y. |
| American Dairy Assoc., Chicago | Dairy products | Voice of the Dairy Farmer | Sunday, 1:00-1:15 P.M. | 34 | July '43— | Campbell Mithun Co., Minneapolis |
| American Tobacco Co., New York | Lucky Strike | Kay Kyser's Kollege of Musical Knowledge | Wednesday, 10:00-11:00 P.M. | 123 | Nov. '38— | Foote, Cone & Belding, N. Y. |
| American Tobacco Co., New York | Lucky Strike | Information Please | Friday, 8:30-9:00 P.M. | 109 | Nov. '40–Feb. '43 | Foote, Cone & Belding, N. Y. |
| American Tobacco Co., New York | Lucky Strike | Your All Time Hit Parade | Friday, 8:30-9:00 P.M. 11:30-12:00 Mid | 129 | .............. | Foote, Cone & Belding, N. Y. |
| Anacin Co., Jersey City | Anacin | Just Plain Bill | Mon.-Fri., 5:30-5:45 P.M. | 51 | Sept. '42— | Blackett-Sample-Hummert, N. Y. |
| Anacin Co., Jersey City | Anacin | Front Page Farrell | Thurs., Fri., 5:45-6:00 P.M. | 51 | Sept. '42— | Blackett-Sample-Hummert, N. Y. |
| B. T. Babbitt Inc., New York | Bab-O Cleaner | David Harum | Mon.-Fri., 11:45-12:00 Noon | 53 | Sept. '40— | Duane Jones Co., N. Y. |
| B. T. Babbitt Inc., New York | Bab-O Cleaner | Lora Lawton | Mon.-Fri., 10:00-10:15 A.M. | 37 | May '43— | Duane Jones Co., N. Y. |
| Bayer Co., New York | Bayer Aspirin | American Album of Familiar Music | Sunday, 9:30-10:00 P.M. | 71 | Oct. '31— | Blackett-Sample-Hummert, N. Y. |
| Bayer Co., New York | Bayer Aspirin | Lorenzo Jones | Wed., Thurs., Fri., 4:30-4:45 P.M. | 56 | Sept. '42— | Blackett-Sample-Hummert, N. Y. |
| Bell Telephone System, New York | Telephone Service | The Telephone Hour | Monday, 9:00-9:30 P.M.; 12:00-12:30 A.M. | 125 | Apr. '40— | N. W. Ayer & Son, N. Y. |
| A. S. Boyle Co., New York | Old English Wax | Fleetwood Lawton | Mon., Fri., 8:15-8:30 P.M. PWT | 6 | May '43— | J. Walter Thompson Co., N. Y. |
| A. S. Boyle Co., New York | Old English Wax | Larry Smith | Mon.-Fri., 5:00-5:15 P.M. PWT | 7 | Aug. '43–Sept. '43 | J. Walter Thompson Co., N. Y. |
| Bristol-Myers Co., New York | Ipana, Sal Hepatica | Time to Smile | Wednesday, 9:00-9:30 P.M. | 125 | Sept. '43— | Young & Rubicam, N. Y. |
| Bristol-Myers Co., New York | Ipana, Sal Hepatica | A Date With Judy | Wednesday, 9:00-9:30 P.M. | 125 | June '43–Sept. '43 | Young & Rubicam, N. Y. |
| Bristol-Myers Co., New York | Vitalis | Mr. District Attorney | Wednesday, 9:30-10:00 P.M. | 125 | June '40— | Pedlar & Ryan Inc. |
| Brown & Williamson Tobacco Co., Louisville | Raleighs | Red Skelton & Co. | Tuesday, 10:30-11:00 P.M. | 127 | Sept. '43— | Russel M. Seeds Co., Chicago |
| Brown & Williamson Tobacco Co., Louisville | Raleighs | Beat the Band | Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid | 125 | June '43–Sept. '43 | Russel M. Seeds Co., Chicago |
| Brown & Williamson Tobacco Co., Louisville | Raleighs | Tommy Dorsey | Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid | 125 | Sept. '42–Sept. '43 | Russel M. Seeds Co., Chicago |
| Brown & Williamson Tobacco Co., Louisville | Wings | People Are Funny | Friday, 9:30-10:00 P.M. | 125 | Apr. '42— | Russel M. Seeds Co., Chicago |
| Brown & Williamson Tobacco Co., Louisville | Bugler | Plantation Party | Friday, 9:30-9:53 P.M. | 83 | Nov. '42–Jan. '43 | Russel M. Seeds Co., Chicago |
| Brown & Williamson Tobacco Co., Louisville | Avalon | Floyd Farr | Mon.-Fri., 7:00-7:15 A.M. PWT | 6 | Mar. '43-June '43 | Russel M. Seeds Co., Chicago |
| Bunte Brothers, Chicago | Candy | World Front | Sunday, 12:00-12:30 P.M. | 20 | June '43— | Presba, Fellers & Presba, Chicago |
| Campana Sales Co., Batavia, Ill. | Campana Balm | Campana Serenade | Saturday, 10:15-10:30 P.M. | 53 | Oct. '42–Apr. '43 | Aubrey, Moore & Wallace, Chicago |
| Carnation Co., Milwaukee | Carnation Milk | Carnation Contented | Monday, 10:00-10:30 P.M. | 63 | May '31— | Erwin Wasey & Co., Chicago |
| Chemicals Inc., Oakland, Cal. | Van-O Cleaner | Stories for Husbands and Wives | Friday, 10:15-10:30 P.M. PWT | 3 | July '43–Sept. '43 | Garfield & Guild Adv., San Francisco |
| Cities Service Co., New York | Gas and Oil | Cities Service Concert | Friday, 8:00-8:30 P.M. | 65 | Oct. '40— | Foote, Cone & Belding, N. Y. |
| Colgate-Palmolive-Peet Co., Jersey City | Dental Cream | Can You Top This | Saturday, 9:30-10:00 P.M. | 126 | Oct. '42— | Ted Bates Inc., N. Y. |
| Colgate-Palmolive-Peet Co., Jersey City | Shave Cream | Sports Newsreel of the Air | Friday, 10:30-10:45 P.M. | 67 | Oct. '41— | Sherman & Marquette, Chicago |
| Colgate-Palmolive-Peet Co., Jersey City | Palmolive Soap | Million Dollar Band | Saturday, 10:00-10:30 P.M. | 126 | May '43— | Ted Bates Inc., N. Y. |
| Council on Candy as Food in the War Effort, Chicago | Candy | Washington Reports On Rationing | Sunday, 3:00-3:15 P.M. | 48 | Feb. '43— | BBDO. Inc., Chicago |
| Cudahy Packing Co., Chicago | Old Dutch Cleanser | Helpmate | Mon.-Fri., 10:30-10:45 A.M. | 41 | Sept. '41— | Grant Advertising, Chicago |
| E. I. DuPont de Nemours Co., Wilmington, Del. | Institutional | Cavalcade of America | Monday, 8:00-8:30 P.M.; 11:30-12:00 Mid | 125 | Apr. '42— | BBDO., N. Y. |
| Emerson Drug Co., Baltimore | Bromo-Seltzer | Ellery Queen | Saturday, 7:30-8:00 P.M.<br>Thursday, 12:30-1:00 A.M. | 22 | Oct. '42— | Ruthrauff & Ryan, N. Y. |
| Firestone Tire & Rubber Co., Akron | Tires & Tubes | The Voice of Firestone | Monday, 8:30-9:00 P.M. | 133 | Dec. '28— | Sweeney & James Co., Cleveland |
| Fisher Flouring Mills Co., Seattle | Zoom Cereal | Louis P. Lochner | Wed., Thurs., 5:45-6:00 P.M. PWT; 3:00-3:15 P.M. PWT | 21 | Mar. '43— | Pacific National Adv., Seattle |
| F. W. Fitch Co., Des Moines | Hair Tonic & Shampoo | Fitch Bandwagon | Sunday, 7:30-8:00 P.M. | 132 | Sept. '38— | L. W. Ramsey Co., Davenport, Ia. |
| F. W. Fitch Co., Des Moines | Hair Tonic & Shampoo | News of the World | Tues., Thurs., 7:15-7:30 P.M. | 75 | May '43— | L. W. Ramsey Co., Davenport, Ia. |
| General Electric Co., Cleveland | Lamps | Hour of Charm | Sunday, 10:00-10:30 P.M. | 124 | Sept. '39— | BBDO., N. Y.<br>Foster & Davies, Cleveland |
| General Foods Corp., New York | Grapenut Flakes & Grapenuts | Jack Benny | Sunday, 7:00-7:30 P.M. | 132 | Oct. '43— | Young & Rubicam, N. Y. |
| General Foods Corp., New York | Grapenut Flakes & Wheatmeal | Those We Love | Sunday, 2:00-2:30 P.M. | 125 | June '43— | Young & Rubicam, N. Y. |
| General Foods Corp., New York | Post Toasties | Night Editor | Thursday, 8:15-8:30 P.M. PWT | 6 | Oct. '42— | Benton & Bowles, N. Y. |
| General Foods Corp., New York | Diamond Crystal & Bakers Chocolate | When a Girl Marries | Mon.-Fri., 5:00-5:15 P.M. | 74 | Sept. '41— | Benton & Bowles, N. Y. |
| General Foods Corp., New York | Post's 40% Bran Flakes | Portia Faces Life | Mon.-Fri., 5:15-5:30 P.M. | 85 | Apr. '41— | Benton & Bowles, N. Y. |

(Continued on Page 274)

# Advertisers Using NBC Network During 1943

[Continued from Page 273]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|---|---|---|---|---|
| General Foods Corp., New York | Maxwell House Coffee | Maxwell House Coffee Time | Thursday, 8:00-8:30 P.M.; 11:30-12:00 Mid | 130 | Aug. '43— | Benton & Bowles, N. Y. |
| General Foods Corp., New York | Postum | The Aldrich Family | Thursday, 8:30-9:00 P.M.; 12:00-12:30 A.M. | 128 | Aug. '43— | Young & Rubicam, N. Y. |
| General Foods Corp., New York | Maxwell House Coffee | Blind Date | Thursday, 8:30-9:00 P.M.; 12:00-12:30 A.M. | 128 | July '43–Aug. '43 | Benton & Bowles, N. Y. |
| General Mills, Minneapolis | Cheerioats | Light of the World | Mon.-Fri., 2:30-2:45 P.M. | 120 | March '40— | Blackett-Sample-Hummert, Chicago |
| General Mills, Minneapolis | Kitchen Tested Flour | Lonely Women | Mon.-Fri., 2:15-2:30 P.M. | 119 | June '42— | Blackett-Sample-Hummert, Chicago |
| General Mills, Minneapolis | Betty Crocker Soup | Guiding Light | Mon.-Fri., 2:00-2:15 P.M. | 120 | March '42— | Blackett-Sample-Hummert, Chicago |
| General Mills, Minneapolis | Softasilk Cake Flour & Soup | Hymns of All Churches | Mon.-Wed., 2:45-3:00 P.M. | 29 | May '38— | Blackett-Sample-Hummert, Chicago |
| General Mills, Minneapolis | Softasilk Cake Flour | Betty Crocker | Friday, 2:45-3:00 P.M. | 29 | May '38— | Blackett-Sample-Hummert, Chicago |
| General Mills, Minneapolis | Softasilk Cake Flour & Soup | Melodies of Home | Thursday, 2:45-3:00 P.M. | 29 | Nov. '43— | Blackett-Sample-Hummert, Chicago |
| General Motors Corp., Detroit | Institutional | General Motors Symphony of the Air presenting the NBC Symphony | Sunday, 5:00-6:00 P.M. | 131 | Aug. '43— | Arthur Kudner Inc., N. Y. & Detroit |
| Gilmore Oil Co., Los Angeles | Gas & Oil | Furlough Fun | Friday, 9:00-9:30 P.M. PWT | 5 | Nov. '42— | Ruthrauff & Ryan, Hollywood |
| Goodyear Tire & Rubber Co., Akron | Institutional | Salute to Youth | Tuesday, 7:30-8:00 P.M.; 12:00-12:30 A.M. | 123 | Apr. '43— | Arthur Kudner Inc., N. Y. |
| Goodyear Tire & Rubber Co., Akron | Heels & Soles | Hook 'N Ladder Follies | Saturday, 11:00-11:30 A.M. | 125 | Nov. '43— | N. W. Ayer & Son, N. Y. |
| Grayson Shops of California, Los Angeles | Women's Clothes | Stop & Go | Sunday, 9:30-10:00 P.M. PWT | 6 | June '43–Sept. '43 | Milton Weinberg Adv., Los Angeles |
| Grove Laboratories Inc., St. Louis | Groves Cold Tablets | Reveille Roundup | Mon., Wed., Fri., 7:45-8:00 A.M.; 10:30-10:45 A.M. | 63 | Oct. '41— | Russel M. Seeds Co., Chicago |
| H. J. Heinz Co., Pittsburgh | Food Products | Information Please | Monday, 10:30-11:00 P.M. | 134 | Sept. '43— | Maxon Inc., Detroit |
| H. J. Heinz Co., Pittsburgh | Food Products | Vacation Serenade | Monday, 10:30-11:00 P.M. | 134 | July '43–Sept. '43 | Maxon Inc., Detroit |
| The Andrew Jergens Co., Cincinnati | Woodbury Face Cream & Powder | Mr. and Mrs. North | Wednesday, 8:00-8:30 P.M. | 103 | Dec. '42— | Lennen & Mitchell, N. Y. |

(Continued on Page 276)

*In the Busy, Alert, Progressive*

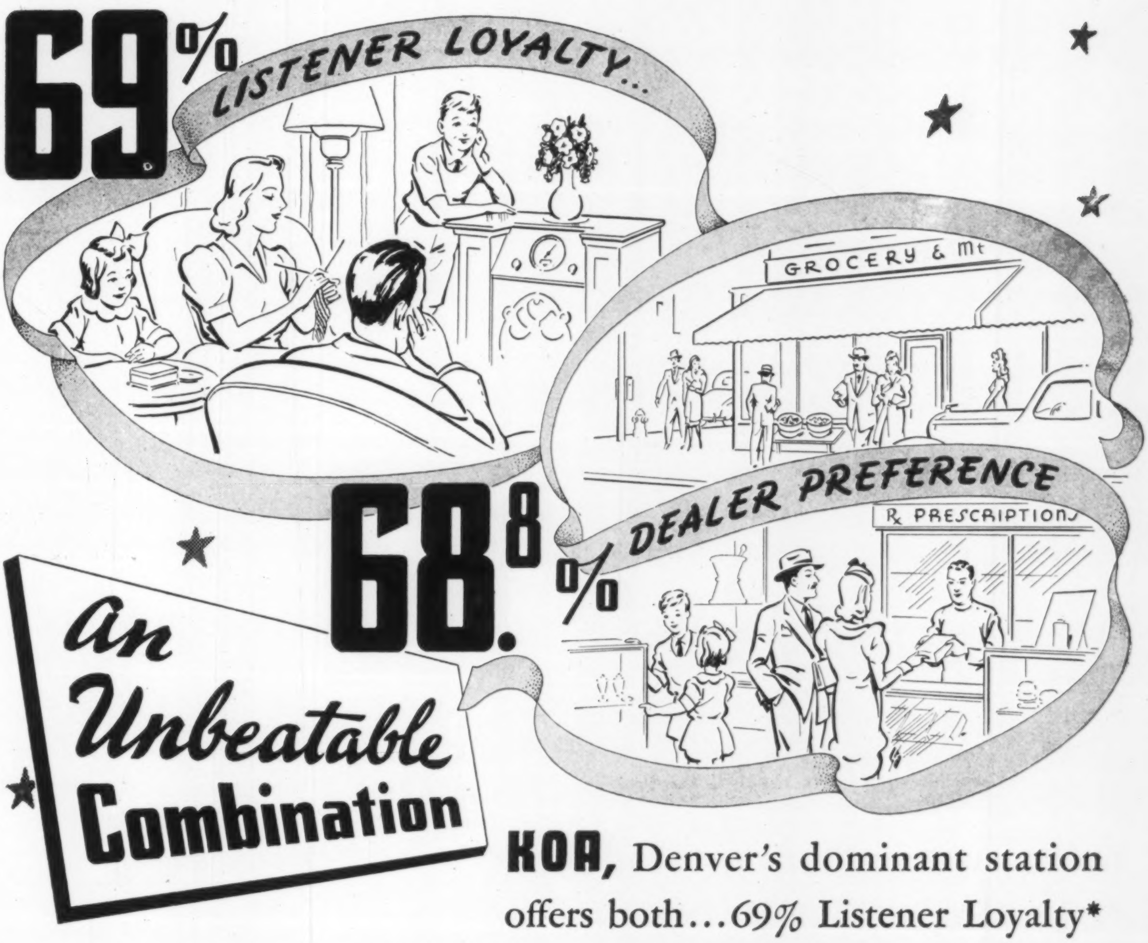
SALT LAKE MARKET

*it's*

KDYL

UTAH'S **NBC** STATION

National Representative JOHN BLAIR & CO.


69%
LISTENER LOYALTY...
GROCERY & Mt
68.8%
DEALER PREFERENCE
℞ PRESCRIPTIONS
an Unbeatable Combination

**KOA,** Denver's dominant station offers both...69% Listener Loyalty* — 68.8% Dealer Preference — An unbeatable combination.

*NBC's Survey "A Tale of 412 Cities" revealed 69% nighttime-listener preference in Denver; 60% in Pueblo, Colorado's "second" city; 71% in Colorado Springs, third most important city in the state

** 68.8% of Colorado's Retailers, rural and urban, named KOA as the "first choice" station to broadcast advertising of their merchandise.

Consumer buying of radio advertised items most accurately reflects customer-listening habits. Proven by repeated renewals of KOA Advertisers who listen to cash registers.

***Survey of 10 Different Classifications of Colorado Retailers Supplied to Advertisers Upon Request.*

**Few Stations in the Nation Can Equal KOA's Dominance!**

50,000 WATTS · 850 KC.

**KOA**

*First in Denver*

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

# Advertisers Using NBC Network During 1943

[Continued from Page 274]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|---|---|---|---|---|
| S. C Johnson & Son, Racine, Wis. | Floor Wax | Fibber McGee & Molly | Tuesday, 9:30-10:00 P.M. | 132 | Sept. '43— | Needham, Louis & Brorby, Chicago |
| S. C. Johnson & Son, Racine, Wis. | Floor Wax | Passing Parade | Tuesday, 9:30-10:00 P.M. | 132 | June '43–Sept. '43 | Needham, Louis & Brorby, Chicago |
| Kolynos Co., Jersey City | Toothpaste | Front Page Farrell | Mon., Tues., 5:45-6:00 P.M. | 50 | Sept. '42— | Blackett-Sample-Hummert, N. Y. |
| Kraft Cheese Co., Chicago | Cream Cheese | Kraft Music Hall | Thursday, 9:00-9:30 P.M. | 132 | July '40— | J. Walter Thompson, Chicago |
| Kraft Cheese Co., Chicago | Pabsett & Kraft Mustard | The Great Gildersleeve | Sunday, 6:30-7:00 P.M.; 11:00-11:30 P.M. | 68 | Aug. '43— | Needham, Louis & Brorby, Chicago |
| Lever Bros. Co., Cambridge, Mass. | Rinso | Amos 'n' Andy | Friday, 10:00-10:30 P.M. | 126 | Oct. '43— | Ruthrauff & Ryan, N. Y. |
| Lever Bros. Co., Cambridge, Mass. | Lifebuoy Soap | Bob Burns, The Arkansas Traveler | Thursday, 7:30-8:00 P.M.; 9:30-10:00 P.M. | 72 | Sept. '43— | Ruthrauff & Ryan, N. Y. |
| Lever Bros. Co., Cambridge, Mass. | Lifebuoy | Life with Fred Brady | Thursday, 7:30-8:00 P.M.; 9:30-10:00 P.M. | 72 | July '43–Sept. '43 | Ruthrauff & Ryan, N. Y. |
| Lever Bros. Co., Cambridge, Mass. | Swan Soap | Tommy Riggs & Betty Lou | Friday, 7:30-9:00 P.M.; 10:30-11:00 P.M. | 126 | Oct. '42–Oct. '43 | Young & Rubicam, N. Y. |
| Lewis-Howe Co., St. Louis | Tums | Treasure Chest | Tuesday, 8:30-9:00 P.M. | 128 | June '42— | Roche, Williams & Cunnyngham, Chicago |
| Liggett & Myers Tobacco Co., New York | Chesterfield | Fred Waring | Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M. | 133 | June '39— | Newell-Emmett Co., N. Y. |
| P. Lorillard Co., New York | Old Gold | Bob Crosby & Co. | Sunday, 10:30-11:00 P.M. | 126 | July '43— | J. Walter Thompson Co., N. Y. |
| Los Angeles Soap Co., Los Angeles | Soaps | Art Baker—News | Mon.-Fri., 10:45-11:00 A.M. PWT | 16 | Oct. '42— | Raymond R. Morgan Co., Hollywood |
| MacMillan Petroleum Corp., Los Angeles | Gas & Oil | H. V. Kaltenborn | Mon., Wed., Fri., 4:45-5:00 P.M. PWT | 6 | May '43— | Logan & Arnold, Los Angeles |
| Manhattan Soap Co., New York | Sweetheart Soap | Scramby Amby | Wednesday, 9:30-10:00 P.M. PWT | 6 | Apr. '43— | Franklin Bruck Adv. Corp., N. Y. |
| Miles Labs., Elkhart, Ind. | Alka-Seltzer & Vitamins | News of the World | Sunday, 11:15-11:30 P.M.<br>Mon., Wed., Fri., 7:15-7:30 P.M.<br>Tues., Thurs., 7:15-7:30 P.M. | 88<br>126<br>32 | Mar. '41— | Wade Adv. Agency, Chicago |
| Miles Labs., Elkhart, Ind. | Alka-Seltzer & Vitamins | National Barn Dance | Saturday, 9:00-9:30 P.M. | 58 | June '42— | Wade Adv. Agency, Chicago |
| Modern Food Process Co., Philadelphia | Vogt's Philadelphia Scrapple | The Little Betsy Ross Girl | Sunday, 11:45-12:00 Noon | 7 | Oct. '43— | The Clements Co. Inc., Philadelphia |
| Modern Food Process Co., Philadelphia | Thrivo | Olivio Santoro | Sunday, 11:45-12:00 Noon | 13 | Sept. '42–Oct. '43 | The Clements Co. Inc., Philadelphia |

(Continued on Page 278)

DOING A
DOUBLE
JOB
IN THE MAGIC
VALLEY
KTFI
TWIN FALLS · IDAHO

KTFI-KSEI

"THE ONLY SURE WAY TO THE IDAHO MARKET"

*Affiliated*

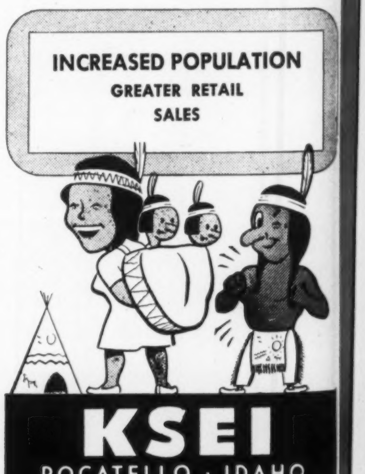
National Broadcasting
Company

United Press News

*Represented by*

THE WALKER CO. - NEW YORK - CHICAGO

HOMER GRIFFITH CO. - HOLLYWOOD - SAN FRANCISCO



## MARKET DATA OF DAY COVERAGE OF

# ☆ WMC
## MEMPHIS TENN.

| POPULATION | HOME UNITS | RADIO UNITS | EFFECTIVE BUYING INCOME | RETAIL SALES | FOOD SALES | DRUG SALES |
|---|---|---|---|---|---|---|
| 3,092,108 | 777,206 | 393,518 | $896,976,000 | $615,979,000 | $112,935,000 | $21,225,000 |

## The South's Biggest Market

### ✓ Biggest Area....

In the primary day coverage area of WMC are included 60 counties in five states . . . Tennessee, Arkansas, Mississippi, Missouri, and Kentucky.

### ✓ Biggest Population....

In the primary and secondary day coverage area are 3,092,108 people, comprising an area which is the nation's 12th largest in population!

### ✓ Biggest Retail Sales....

Retail sales total $615,979,000 with an effective buying income of $896,976,000 . . . just short of a billion dollars! Here is Buying Power with a punch.

## ☆ WMC
MEMPHIS

- ☆ NBC
- ☆ 5,000 WATTS DAY AND NIGHT
- ☆ OWNED AND OPERATED BY THE COMMERCIAL APPEAL
- ☆ REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

# Advertisers Using NBC Network During 1943

(Continued from Page 276)

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|---|---|---|---|---|
| The Molle Co., Rahway, N. J. | Shaving Cream | Mystery Theatre | Tuesday, 9:00-9:30 P.M. | 55 | Sept. '43— | Young & Rubicam Inc., N. Y. |
| The Molle Co., Rahway, N. J. | Shaving Cream | Battle of the Sexes | Tuesday, 9:00-9:30 P.M. | 55 | Jan. '43–Aug. '43 | Young & Rubicam Inc., N. Y. |
| John Morrell & Co., Ottumwa, Ia. | Red Heart Dog Food | Bob Becker Pet Parade | Saturday, 10:45-11:00 A.M.; 12:00-12:15 P.M. | 81 | Oct. '43— | Henri, Hurst & McDonald, Chicago |
| Philip Morris & Co., New York | Philip Morris Cigarettes | Johnnie Presents—Ginny Simms | Tuesday, 8:00-8:30 P.M.; 11:30-12:00 Mid. | 130 | Apr. '33— | Biow Co. Inc., N. Y. |
| Northern Pump Co., Minneapolis | Institutional | Upton Close | Saturday, 5:45-6:00 P.M.; 7:45-8:00 P.M. | 125 | Oct. '42-Jan. '43 | BBDO., Chicago |
| Packard Bell Co., Los Angeles | Radio & Phonocords | News Makers | Sunday, 3:45-4:00 P.M. PWT | 5 | Oct. '42— | Barton A. Stebbins, Los Angeles |
| The Pepsodent Co., Chicago | Toothpaste & Toothbrushes | Johnny Mercer's Music Box | Tuesday, 10:00-10:30 P.M. | 131 | June '43–Sept. '43 | Foote, Cone & Belding, Chicago |
| The Pepsodent Co., Chicago | Toothpaste & Toothbrushes | Bob Hope | Tuesday, 10:00-10:30 P.M. | 131 | Sept. '43— | Foote, Cone & Belding, Chicago |
| Chas. H. Phillips Co., New York | Haley's M-O | Backstage Wife | Mon., Tues., 4:00-4:15 P.M. | 61 | Sept. '36— | Blackett-Sample-Hummert, N. Y. |
| Chas. H. Phillips Co., New York | Phillips Creams<br>Milk of Magnesia | Stella Dallas<br>Stella Dallas | Mon., Tues., 4:15-4:30 P.M.<br>Wed., Thurs., Fri., 4:15-4:30 P.M. | 56<br>56 | June '38— | Blackett-Sample-Hummert, N. Y. |
| Chas. H. Phillips Co., New York | Milk of Magnesia | Young Widder Brown | Mon.-Fri., 4:45-5:00 P.M. | 56 | Jan. '40— | Blackett-Sample-Hummert, N. Y. |
| Chas. H. Phillips Co., New York | Milk of Magnesia | Waltz Time | Friday, 9:00-9:30 P.M. | 75 | Sept. '33— | Blackett-Sample-Hummert, N. Y. |
| Planters Nut & Chocolate Co., Wilkes Barre | Peanuts & Peanut Oil | Louis P. Lochner | Fri., Sat., 5:45-6:00 P.M. PWT; 3:00-3:15 P.M. PWT | 21 | May '43— | Raymond R. Morgan Co., Hollywood |
| Prince Matchabelli Inc., New York | Perfumes & Cosmetics | Stradivari Orchestra Under Direction of Paul Lavalle | Sunday, 12:30-1:00 P.M. | 42 | Oct. '43— | Morse International, N. Y. |
| Procter & Gamble Co., Cincinnati | Dreft | Lone Journey | Mon.-Fri., 10:45-11:00 A.M. | 40 | June '42–June '43 | Blackett-Sample-Hummert, Chicago |
| Procter & Gamble Co., Cincinnati | Ivory Flakes | Brave Tomorrow | Mon.-Fri., 11:30-11:45 A.M. | 69 | Oct. '43— | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Cincinnati | Camay Soap | Pepper Young's Family | Mon.-Fri., 3:30-3:45 P.M. | 78 | June '42— | Pedlar & Ryan Inc., N. Y. |
| Procter & Gamble Co., Cincinnati | Crisco | Vic & Sade | Mon.-Fri., 11:15-11:30 A.M. | 73 | June '42— | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Cincinnati | Dreft | Dreft Star Playhouse | Mon.-Fri., 10:45-11:00 A.M. | 50 | June '43— | Blackett-Sample-Hummert, Chicago |
| Procter & Gamble Co., Cincinnati | Duz | Road of Life | Mon.-Fri., 11:00-11:15 A.M. | 80 | June '42— | Compton Adv. Inc., N. Y. |

(Continued on Page 2 0)

Miami

WIOD Covers This
New Rich Market
As Completely As
Miami's Magic Sun

National Representative
GEORGE P. HOLLINGBERY COMPANY

5,000 WATTS ★ 610 KC ★ NBC

FIGURES TELL THE STORY!
WILLIAMSPORT LISTENS TO

**WRAK**

**HOOPER STATION LISTENING INDEX — FALL 1943**

| Station | A | B | C | D | Other | WRAK |
|---|---|---|---|---|---|---|
| Morning | 1.2 | 3.2 | 8.8 | 1.5 | 3.0 | 82.3 |
| Afternoon | 2.2 | 3.9 | 5.4 | 1.8 | 2.8 | 83.9 |
| Evening | 8 9 | 6.1 | 13.5 | 5.9 | 3 4 | 62.2 |

**WRAK** is the ONLY STATION with Primary Coverage, DAY and NIGHT, in the WILLIAMSPORT area!

**WRAK** is affiliated with the National Broadcasting Company and carries a heavy network commercial schedule.

**WRAK** is proud of a long list of National Accounts with Satisfied Advertisers.

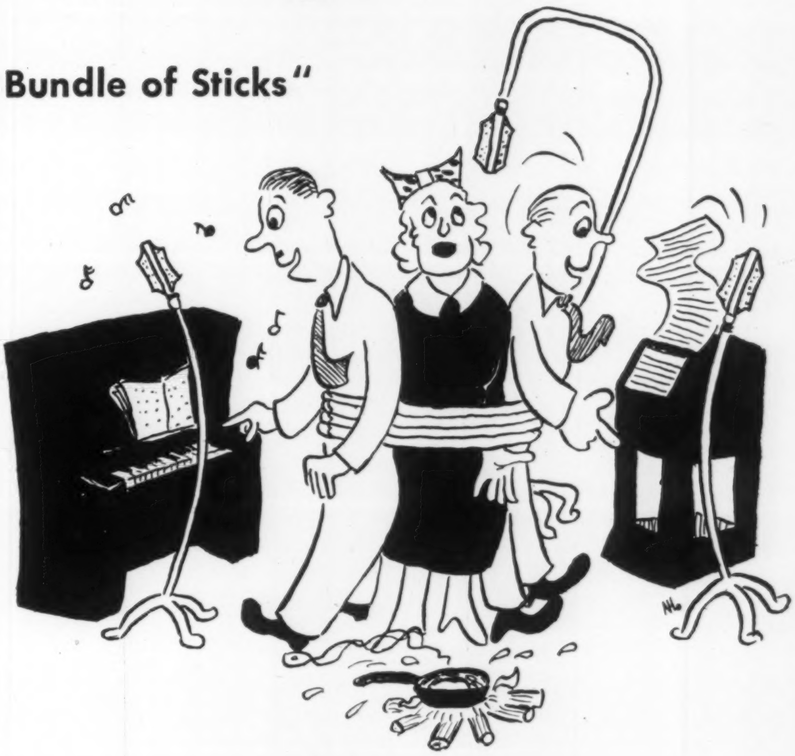
If YOU want to talk to Williamsport, do it on WRAK, "1400 on the Dial"

**WRAK,** WILLIAMSPORT, PENNA.

*National Representatives,*
*J. P. McKinney and Son,*
*New York - Chicago.*

# "union gives strength"

## AEsop's "The Bundle of Sticks"



Here at WRC it's the union of personalities that makes us Washington's number 1 station.

There's Cousin Mary Mason, Director of the WRC Home Forum (Mondays thru Fridays, 1:00-1:30 P.M.). Cousin Mary is Washington's second busiest woman. She holds extra-curricular jobs ranging from Secretary-Treasurer of Mrs. Roosevelt's Press Conference Association to Assistant Chief Air Raid Warden for the District of Columbia. For nine years her broadcasts have been first choice of Washington housewives.

And there's Bill Herson, WRC's TIMEKEEPER (Mondays thru Saturdays, 6:00-9:00 A.M.), Washington's early morning man *par excellence!* Bill's program reaches more people (with announcements and music) at less cost per listener than any competing program.

Another headliner is Kenneth Banghart, WRC's *ace* aireporter. Ken has one of the most truly pleasing voices on the air. Proof is in the renewal of one of his news period sponsors for the third successive year . . . and of course his rating, 3.5!

These are but three of predominant WRC's *predominant* personalities. Each gives *strength* to every advertising campaign on WRC.

***Trans Lux Bldg.***

**WRC**

***Washington's* pre-dominant *Station***

# Advertisers Using NBC Network During 1943

(Continued from Page 278)

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|---|---|---|---|---|
| Procter & Gamble Co., Cincinnati | Duz & Ivory Soap | Right to Happiness | Mon.-Fri., 3:45-4:00 P.M. | 127 | June '42— | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Cincinnati | Ivory Snow | Woman of America | Mon.-Fri., 3:00-3:15 P.M. | 126 | Jan. '43— | Benton & Bowles Inc., N. Y. |
| Procter & Gamble Co., Cincinnati | Ivory Snow | Mary Marlin | Mon.-Fri., 3:00-3:15 P.M. | 64 | June '42–Sept. '43 | Benton & Bowles Inc., N. Y. |
| Procter & Gamble Co., Cincinnati | Oxydol | Ma Perkins | Mon.-Fri., 3:15-3:30 P.M. | 127 | Dec. '33— | Blackett-Sample-Hummert, Chicago |
| Procter & Gamble Co., Cincinnati | White Laundry Soap | Snow Village | Mon.-Fri., 11:30-11:45 A.M. | 67 | Dec. '42-Oct. '43 | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Cincinnati | Drene | Abie's Irish Rose | Saturday, 8:00-8:30 P.M.; 11:30-12:00 Mid | 126 | Aug. '43— | H. W. Kastor & Sons Adv., Chicago |
| Procter & Gamble Co., Cincinnati | Dreft | Star Playhouse | Mon.-Fri., 10:45-11:00 A.M. | 50 | Oct. '43— | Blackett-Sample-Hummert, Chicago |
| Procter & Gamble Co., Cincinnati | Ivory | Truth or Consequences | Saturday, 8:30-9:00 P.M.; 11:00-11:30 P.M. | 126 | Aug. '43— | Compton Adv. Inc., N. Y. |
| Pure Oil Co., Chicago | Gas & Oil | H. V. Kaltenborn | Mon.-Fri., 7:45-8:00 P.M. | 34 | May '42— | Leo Burnett Co., Chicago |
| Purina Mills, St. Louis | Purina Foods | Grand Ole 'Opry | Saturday, 7:30-8:00 P.M.; 9:00-9:30 P.M. | 26 | Jan. '43— | Gardner Adv. Co., St. Louis |
| R. J. Reynolds Tobacco Co., Winston Salem, N. C. | Camel Cigarettes | Abbott & Costello | Thursday, 10:00-10:30 P.M. | 130 | Oct. '43— | William Esty & Co. Inc., N. Y. |
| R. J. Reynolds Tobacco Co., Winston Salem, N. C. | Prince Albert Tobacco | Grand Ole 'Opry | Saturday, 10:30-11:00 P.M. | 128 | Sept. '41— | William Esty & Co. Inc., N. Y. |
| R. J. Reynolds Tobacco Co., Winston Salem, N. C. | Camel Cigarettes | Moore-Durante-Cugat | Thursday, 10:00-10:30 P.M. | 130 | Mar. '43-Oct. '43 | William Esty & Co. Inc., N. Y. |
| Richfield Oil Corp., Los Angeles | Gas & Oil | Richfield Reporter | Sun.-Fri., 9:30-9:45 P.M. PWT 10:00-10:15 P.M. PWT | 10 | Apr. '31— | Hixson-O'Donnell Adv. Inc., Los Angeles |
| San-Nap-Pak Mfg. Co., New York | Cleansing Tissues | What's My Name | Sunday, 10:30-11:00 P.M. | 13 | Feb. '43-June '43 | Biow Co., N. Y. |
| Schuckl & Co. Inc., Sunnyvale, Calif. | Rancho Soups | Rancho News | Saturday, 10:00-10:15 P.M. PWT | 6 | July '43— | Erwin-Wasey & Co., San Francisco |
| Schutter Candy Co., Chicago | Candy | Curt Massey & Co. | Saturday, 5:45-6:00 P.M.; 6:30-6:45 P.M. | 74 | July '43— | Schwimmer & Scott, Chicago |
| Sealtest Inc., New York | Milk & Ice Cream | Joan Davis & Jack Haley | Thursday, 9:30-10:00 P.M. | 70 | July '43— | McKee & Albright Inc., Philadelphi |
| Sealtest Inc., New York | Milk & Ice Cream | Rudy Vallee | Thursday, 9:30-10:00 P.M. | 70 | July '40-July '43 | McKee & Albright Inc., Philadelphi |
| Sealy Mattress Co., Los Angeles | Mattresses | A Layman's Views of the News | Sunday, 10:00-10:15 P.M. | 6 | Nov. '43— | Alvin Wilder Adv., Los Angeles |
| W. A. Sheaffer Pen Co., Fort Madison, Ia. | Pens, Pencils & Skrip | World News Parade | Sunday, 3:15-3:30 P.M. | 126 | Sept. '42— | Russel M. Seeds Co. Inc., Chicago |
| Skelly Oil Co., Kansas City, Mo. | Petroleum Products | Alex Dreier | Mon.-Sat., 8:00-8:15 A.M. | 24 | Sept. '42— | Henri, Hurst & McDonald Inc., Chicago |
| Southern Spring Bed Co., Atlanta, Ga. | Beds & Bedding | Robert St. John | Tues., Thurs., 9:45-10:00 A.M. | 19 | Aug. '43— | Tucker Wayne Co. Inc., Atlanta |
| A. G. Spalding & Bros., Chicopee, Mass. | Sporting Goods | Babe Ruth in Person | Saturday, 10:30-10:45 A.M. | 28 | Aug. '43–Nov. '43 | Ferry Hanley Co., N. Y. |
| Sperry Flour Co., San Francisco | Drifted Snow Flour | Sam Hayes | Mon.-Sat., 7:45-8:00 A.M. PWT | 6 | Jan '40— | Knox Reeves Adv. Inc., San Francisco |
| Sperry Flour Co., San Francisco | Cereals & Flour | Dr. Kate | Mon.-Fri., 4:00-4:15 P.M. PWT | 8 | May '38— | Knox Reeves Adv. Inc., San Francisco |
| Standard Brands Inc., New York | Royal Desserts | The O'Neills | Mon.-Fri., 10:15-10:30 A.M.; 12:00-12:15 P.M | 126 | Oct. '42–June '43 | Ted Bates Inc., N. Y. |
| Standard Brands Inc., New York | Chase & Sanborn Coffee & Stams | Charlie McCarthy | Sunday, 8:00-8:30 P.M. | 135 | Aug. '43— | J. Walter Thompson Co., N. Y. |
| Standard Brands Inc., New York | Chase & Sanborn Coffee & Tea | Paul Whiteman's Orchestra | Sunday, 8:00-8:30 P.M. | 133 | June '43–Aug. '43 | J. Walter Thompson Co., N. Y. |
| Standard Brands Inc., New York | Yeast | One Man's Family | Sunday, 8:30-9:00 P.M. | 131 | Sept. '42— | Kenyon & Eckhardt Inc., N. Y. |

(Continued on Page 282)

**Spot Sales, inc.**
COOPERATIVE·RADIO·STATION·REPRESENTATIVE

LOREN L. WATSON
EXECUTIVE VICE PRESIDENT—GENERAL MANAGER

**New York:** 400 MADISON AVENUE ELdorado 5-5040
PEGGY STONE, District Mgr. Jack Koste Stanley King

**Chicago:** 360 N. MICHIGAN AVENUE Franklin 8520
MARTIN J. McGEEHAN, District Mgr. Willie Kissick

**San Francisco:** 5 THIRD STREET Douglas 2536
JOHN LIVINGSTON, District Mgr.

**Hollywood:** HOLLYWOOD BLVD. at COSMO ST. Hollywood 6928
JOHN LIVINGSTON, District Mgr. GRACE GIBSON, Office Mgr.

WFLA
TAMPA
ST. PETERSBURG

Tampa—St. Petersburg, Florida. Twin cities, yes. But definitely individual markets that you can cover best with WFLA, the most-listened-to station in the Tampa-St. Petersburg trade area. Busy, profitable markets, too—with population and buying power reaching new highs every month.
A few choice "spots" are available.

**WFLA**

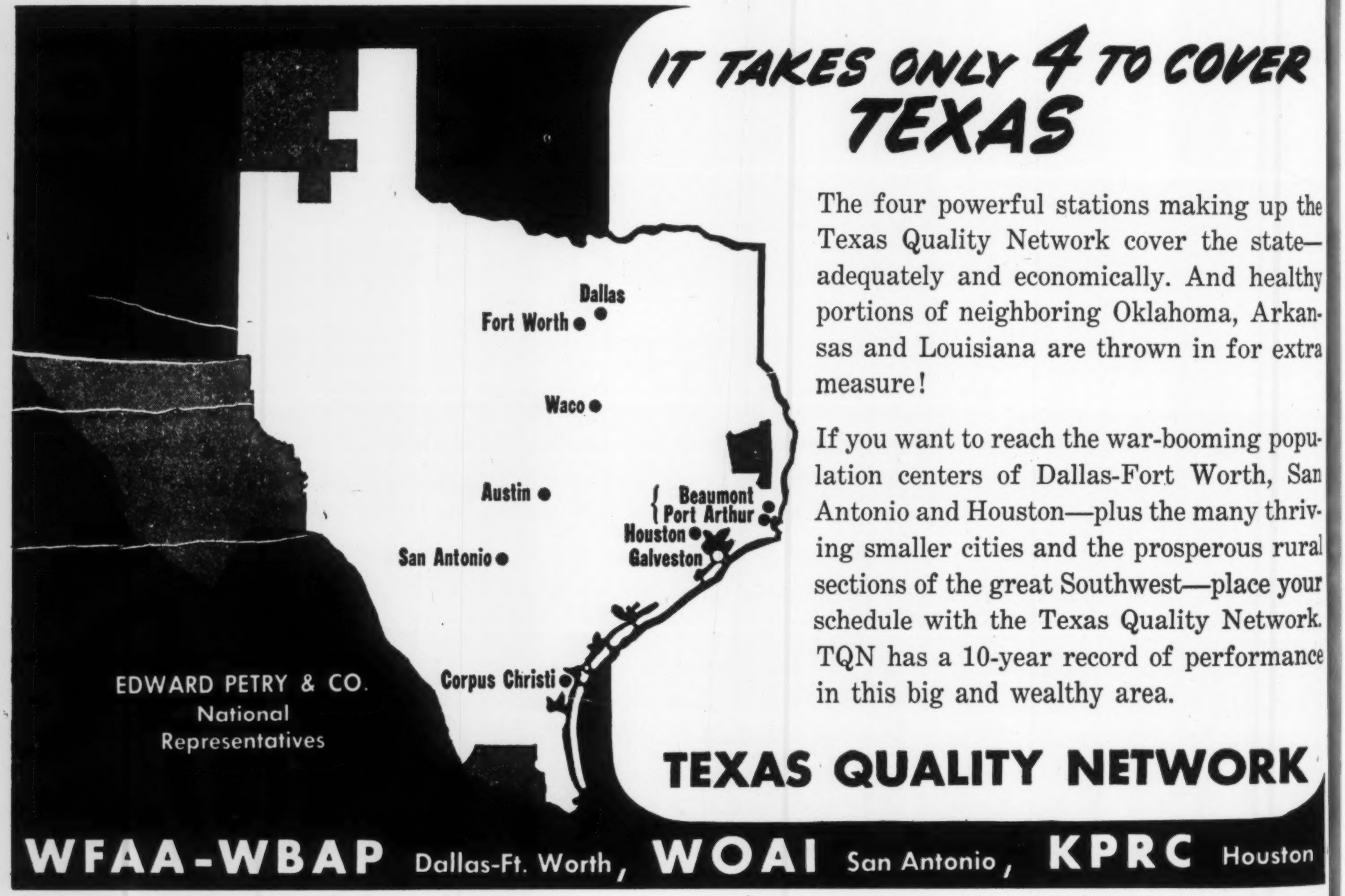
NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.

**NBC PROGRAMS**

# Advertisers Using NBC Network During 1943

[Continued from Page 280]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|---|---|---|---|---|
| Standard Brands Inc., New York | Chase & Sanborn Coffee & Royal Desserts | The Open Door | Mon.-Fri., 10:15-10:30 A.M.; 12:00-12:15 P.M. | 126 | June '43— | Ted Bates Inc., N. Y. |
| Standard Oil of California, San Francisco | Petroleum Products | The Standard School Broadcast | Thursday, 10:00-10:30 A.M. PWT | 15 | ............. | BBDO. Inc., N. Y. |
| Standard Oil of California, San Francisco | Petroleum Products | The Standard Hour | Sunday, 8:30-9:30 P.M. PWT | 7 | Sept. '42— | BBDO Inc., N. Y. |
| Sun-Maid Raisin Growers | Raisins | David Gilmore | Thursday, 7:30-7:45 A.M. PWT | 3 | Apr. '43–July '43 | Foote, Cone & Belding, San Francisco |
| Tillamook County Creamery Assoc. Tillamook, Ore. | Cheese | Bennie Walker's Tillamook Kitchen | Friday 10:00-10:15 A.M. PWT | 6 | Oct. '41— | Botsford, Constantine & Gardner, Portland, Ore. |
| Time Inc., New York | Publications | The March of Time | Thursday, 10:30-11:00 P.M. | 51 | Aug. '43— | Young & Rubicam Inc., N. Y. |
| Union Oil Co., Los Angeles | Gas & Oil | Point Sublime | Wednesday, 9:00-9:30 P.M. PWT | 11 | Sept. '42–July '43 | Foote, Cone & Belding, Los Angeles |
| Vick Chemical Co., New York | Vitamin Plus Capsules | Dr. I Q | Monday, 9:30-10:00 P.M. | 129 | Apr. '42— | Grant Adv. Inc., N. Y. |
| R. L. Watkins Co., New York | Dr. Lyons Tooth-powder | Manhattan Merry-Go-Round | Sunday, 9:00-9:30 P.M. | 70 | Nov. '32— | Blackett-Sample-Hummert, N. Y. |
| R. L. Watkins Co., New York | Dr. Lyons Tooth-powder | Backstage Wife | Wed., Thurs., Fri., 4:00-4:15 P.M. | 61 | Sept. '36— | Blackett-Sample-Hummert, N. Y. |
| R. L. Watkins Co., New York | Dr. Lyons Tooth-powder | Lorenzo Jones | Mon., Tues., 4:30-4:45 P.M. | 56 | ............. | Blackett-Sample-Hummert, N. Y. |
| Wesson Oil & Snowdrift Sales Co. Inc., San Francisco | Salad Oil | Hawthorne House | Monday, 9:30-10:00 P.M. PWT | 6 | Sept. '41— | Fitzgerald Adv. Agency Inc., New Orleans |
| Westinghouse Mfg. Co., Pittsburgh | Institutional | Westinghouse Program | Sunday, 2:30-3:00 P.M. | 131 | Jan. '43— | Young & Rubicam Inc., N. Y. |
| Wyeth Chemical Co., New York | Hill's Cold Tablets | Front Page Farrell | Mon., Tues., Wed., 5:45-6:00 P.M. | 51 | Sept. '42— | Blackett-Sample-Hummert, N. Y. |


IT TAKES ONLY 4 TO COVER TEXAS

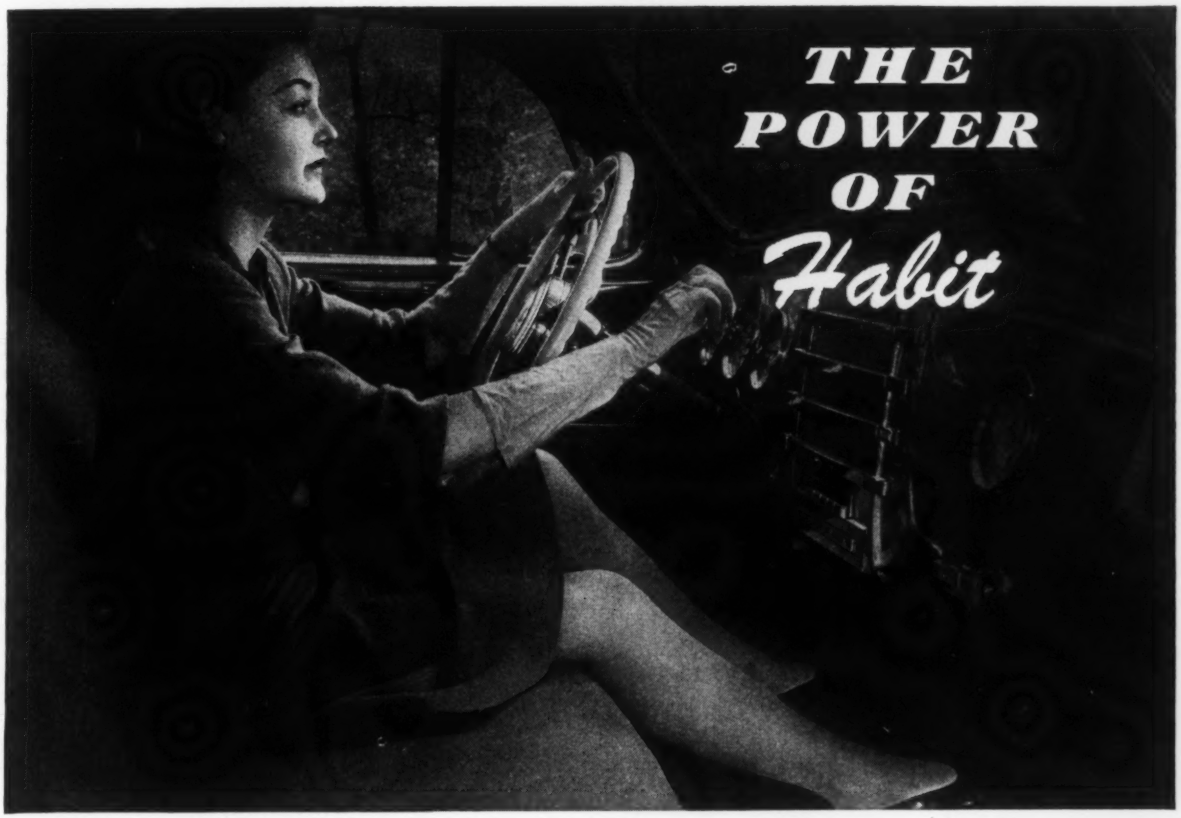
The four powerful stations making up the Texas Quality Network cover the state—adequately and economically. And healthy portions of neighboring Oklahoma, Arkansas and Louisiana are thrown in for extra measure!

If you want to reach the war-booming population centers of Dallas-Fort Worth, San Antonio and Houston—plus the many thriving smaller cities and the prosperous rural sections of the great Southwest—place your schedule with the Texas Quality Network. TQN has a 10-year record of performance in this big and wealthy area.

TEXAS QUALITY NETWORK

EDWARD PETRY & CO.
National
Representatives

WFAA-WBAP Dallas-Ft. Worth, WOAI San Antonio, KPRC Houston



*Practically every action involved in driving your car is a habit.*
*You don't really think about it. You do it automatically.*

The people of Southern New England have developed a habit, too. It's the habit of listening regularly to WTIC, the station that has always satisfied their desire for the best in radio fare.

The wise national advertiser can immediately recognize the importance of this habit. It means that his sales message over WTIC will reach a constant and attentive audience . . . an audience possessing a buying income that is 50% greater than the average for the entire United States.

Get into the habit of using WTIC. It's a sure way to create a swift and healthy sales response to your advertising message in the wealthy Southern New England market.

**IN SOUTHERN NEW ENGLAND**
**PEOPLE ARE IN THE *Habit* OF LISTENING TO WTIC**

**WTIC**
**50,000 WATTS**

**DIRECT ROUTE TO AMERICA'S NO. 1 MARKET**
*The Travelers Broadcasting Service Corporation*
*Member of NBC and New England Regional Network*
Represented by WEED & COMPANY, New York, Boston,
Chicago, Detroit, San Francisco and Hollywood

# Advertisers Using Canadian Broadcasting Corp. Networks During 1943

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|---|---|---|---|---|
| British American Oil Co. Ltd., Toronto | B. A. Products | Fighting Navy | Thursday, 9:30-10:00 P.M. | 32 | Feb. '43-June '43<br>Sept. '43— | J. Walter Thompson Co. Ltd., Toronto |
| British American Oil Co. Ltd., Toronto | Dedication | New Refinery | Monday, 9:00-9:30 P.M. | 18 | Nov. 15, '43 | J. Walter Thompson Co. Ltd., Toronto |
| Campbell Soup Co. Ltd., New Toronto | Campbell Soups | Jeunesse Doree | Mon.-Fri., 12:00-12:15 P.M. | 3 | Jan. '43-Dec. '43 | Cockfield, Brown & Co. Ltd., Toronto |
| Canadian Ironized Yeast, Windsor | Ironized Yeast | Big Town | Tuesday, 8:00-8:30 P.M. | 32 | Oct. '43— | Ruthrauff & Ryan, N. Y. |
| Canadian Ironized Yeast, Windsor | Ironized Yeast | Canadian Theatre of the Air | Friday, 9:30-10:00 P.M. | 32 | Jan. '43-Sept. '43 | Ruthrauff & Ryan, N. Y. |
| Canadian Ironized Yeast, Windsor | Ironized Yeast | Les Secrets du Dr. Morhanges | Tuesday, 8:00-8:30 P.M. | 6 | Jan. '43-Dec. '43 | Ruthrauff & Ryan, N. Y. |
| Carnation Co. Ltd., Toronto | Carnation Milk | Le Quart d'Heure de Detente | Tues., Thurs., 10:45-11:00 A.M. | 4 | Jan. '43-Dec. '43 | Baker Adv. Agency, Toronto |
| Chrysler Corporation, Windsor | Mobile Equipment | Major Bowes | Thursday, 9:00-9:30 P.M. | 17 | Aug. 5, '43 | Walsh Adv. Agency, Windsor |
| Coca Cola Co. of Canada Ltd., Toronto | Coca Cola | Victory Parade | Mon., Fri., 8:00-8:30 P.M. | 36<br>30 | Feb. '43-Dec. '43 | D'Arcy Adv. Agency, Toronto |
| Colgate-Palmolive-Peet Co. Ltd., Toronto | Princess Soap Flakes | Happy Gang | Mon.-Fri., 1:15-1:45 P.M. | 33 | Jan. '43-June '43<br>Sept. '43-Dec. '43 | Spitzer & Mills, Ltd., Toronto |
| Colgate-Palmolive-Peet Co. Ltd., Toronto | Cashmere Bouquet Products | Penny's Diary | Friday, 8:30-9:00 P.M. | 33 | Jan. '43-June '43 | Spitzer & Mills, Ltd., Toronto |
| Colgate-Palmolive-Peet Co. Ltd., Toronto | Cashmere Bouquet Products | Musical Mail Bag | Friday, 8:30-9:00 P.M. | 33 | Oct. '43-Dec. '43 | Spitzer & Mills, Ltd., Toronto |
| Colgate-Palmolive-Peet Co. Ltd., Toronto | Palmolive Shave Cream<br>Cue Dentifrice | Share the Wealth | Saturday, 8:30-9:00 P.M.; 11:30-12:00 Mid. | 32 | Jan. '43-June '43<br>Sept. '43-Dec. '43 | Spitzer & Mills, Ltd., Toronto |
| Colgate-Palmolive-Peet Co. Ltd., Toronto | Cashmere Bouquet Products | La Mine d'Or | Tuesday, 8:30-9:00 P.M. | 4 | Jan. '43-June '43<br>Oct. '43-Dec. '43 | Spitzer & Mills, Ltd., Toronto |
| Colgate-Palmolive-Peet Co. Ltd., Toronto | Palmolive Soap<br>Colgate Tooth Paste<br>Halo Shampoo | Les Joyeux Troubadours | Mon.-Fri., 11:30-12:00 Noon | 5 | Jan. '43-June '43<br>Sept. '43-Dec. '43 | Spitzer & Mills, Ltd., Toronto |
| Dominion Government Dept. of Agriculture | Prairie Farm Assistance | Talk | Monday, 10:30-1045 P.M. | 12 | May 3, '43 | J. J. Gibbons, Ltd., Regina |
| Dominion Government Dept. of Finance | Victory Bonds & Stamps | Highlights for Today | Sunday, 7:30-8:00 P.M. | 50 | Feb. '43-May '43 | Cockfield, Brown & Co. Ltd., Toronto |
| Dominion Government Dept. of Finance | Victory Bonds & Stamps | Notre Canada | Friday, 8:00-8:30 P.M. | 13 | Jan. '43-May '43 | Canadian Adv. Agency, Montreal |
| Dominion Government Dept. of Finance | Victory Bonds | Victory Loan Hour | Wednesday, 9:00-10:00 P.M. | 56 | April '43-May '43 | MacLaren Adv. Co. Ltd., Toronto |
| Dominion Government Dept. of Finance | Victory Bonds | Victory Loan Hour | Sunday, 8:00-9:00 P.M. | 15 | April '43-May '43 | Canadian Adv. Agency, Montreal |
| Dominion Government Dept. of Finance | Victory Bonds & Stamps | They Tell Me | Mon.-Fri., 1:45-2:00 P.M. | 70 | Jan. '43-Dec. '43 | J. Walter Thompson Co. Ltd., Toronto |
| Dominion Government Dept. of Finance | Victory Bonds & Stamps | La Metairie Rancourt | Mon.-Fri., 11:15-11:30 A.M. | 14 | Jan. '43-Dec. '43 | Canadian Adv. Agency, Montreal |
| Dominion Government Dept. of Finance | Victory Bonds | All Star Show | Wednesday, 9:00-10:00 P.M. | 71 | Oct. '43-Nov. '43 | MacLaren Adv. Co. Ltd., Toronto |
| Dominion Government Dept. of Finance | Victory Bonds | Measure of Achievement | Sunday, 7:30-8:00 P.M. | 71 | Oct. 17, '43 | MacLaren Adv. Co. Ltd., Toronto |
| Dominion Government Dept. of Finance | Victory Bonds | L'Heure de la Victoire | Sunday, 8:00-9:00 P.M. | 14 | Oct. '43— | Canadian Adv. Agency, Montreal |
| Dominion Government Dept. of Finance | Victory Bonds | Horizon 1943 | Friday, 8:00-8:30 P.M. | 14 | Oct. '43— | Canadian Adv. Agency, Montreal |
| Dominion Government Wartime Prices & Trade Board | Government Wartime Regulations | Soldier's Wife | Mon.-Fri., 11:30-11:45 A.M.;<br>12:30-12:45 P.M.;<br>2:30-2:45 P.M. | 49 | Jan. '43-Dec. '43 | MacLaren Adv. Co. Ltd., Toronto |
| Dominion Government Wartime Prices & Trade Board | Government Wartime Regulations | Le Courrier du Jour | Mon.-Fri., 10:15-10:30 A.M. | 11 | Jan. '43-Dec. '43 | Canadian Adv. Agency, Montreal |
| Dominion Government R.C.A.F. (W.D.) | Recruiting | R.C.A.F. Quiz Show | Tuesday, 8:05-8:30 P.M. | 45 | Jan. '43-April '43 | MacLaren Adv. Co. Ltd., Toronto |
| Dominion Government R.C.A.F. (W.D.) | Recruiting | R.C.A.F. Quiz Show | Wednesday, 9:00-9:30 P.M. | 46 | May '43-Sept. '43 | Baker Adv. Agency, Toronto |
| Dominion Government R.C.A.F. (W.D.) | Recruiting | East-West Quiz | Friday, 9:30-10:00 P.M. | 46 | Oct. '43-Dec. '43 | Baker Adv. Agency, Toronto |
| Dominion Government, R.C.A.F. | Recruiting | L for Lanky | Sunday, 7:30-8:00 P.M. | 54 | Oct. '43 | Baker Adv. Agency, Toronto |
| Dominion Government, R.C.A.F. | Recruiting | R.C.A.F. Program | Mon., Wed., Fri., 7:55-8:00 P.M. | 11 | Aug. '43 | Vickers & Benson, Ltd., Montreal |
| Dominion Government Joint Services | Women's Recruiting | Recruiting Program | Mon.-Fri., 6:10-6:15 P.M. | 11 | Oct. '43-Nov. '43 | Vickers & Benson, Ltd., Montreal |
| F. W. Fitch Co. Ltd., Toronto | Fitch Shampoo | Fitch Band Wagon | Sunday, 7:30-7:55 P.M. | 28 | Sept. 12, '43 | Spitzer & Mills, Ltd., Toronto |
| General Foods Ltd., Toronto | Grapenuts Flakes,<br>Baker's Cocoa | Jack Benny | Sunday, 7:00-7:30 P.M. | 27 | Jan. '43-May '43<br>Oct. '43-Dec. '43 | Baker Adv. Agency, Toronto |
| General Foods Ltd., Toronto | Post Bran Flakes,<br>Postum | Aldrich Family | Thursday, 8:30-9:00 P.M. | 28 | Jan. '43-July '43<br>Sept. '43-Dec. '43 | Baker Adv. Agency, Toronto |
| Gillette Safety Razor Co. of Canada, Ltd., Montreal | Blue Blades, Razors | Boxing Bouts | Various Days, 10:00-10:30 P.M. | 27 | Jan. '43-Dec. '43 | Maxon, Inc., N. Y. |
| Gillette Safety Razor Co. of Canada, Ltd., Montreal | Blue Blades, Razors | World Series | 1:45 P.M. or 2:15 P.M. to Conclusion | 47 | Oct. 5, 6, 7, 10, and 11, '43 | Maxon, Inc., N. Y. |

# Advertisers Using Canadian Broadcasting Corp. Networks During 1943

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|---|---|---|---|---|
| Gillette Safety Razor Co. of Canada, Ltd., Montreal | Blue Blades, Razors | All-Star Baseball | Tuesday, 9:00 P.M. to Conclusion | 23 | July 13, '43 | Maxon, Inc., N. Y. |
| L. O. Grothe Ltd., Montreal | Tobacco | Melodies Masquees | Tues., Thurs., 7:45-8:00 P.M. | 10 | Jan. '43-May '43<br>Oct. '43-Dec. '43 | Canadian Adv. Agency, Montreal |
| H. J. Heinz Co. of Canada Ltd., Toronto | 57 Varieties | Information Please | Monday, 10:30-11:00 P.M. | 9 | Nov. 22, '43— | MacLaren Adv. Co. Ltd., Toronto |
| Houde Grothe Ltd., Montreal | Tobacco | Tommy Duchesne | Saturday, 7:30-8:00 P.M. | 9 | Feb. '43-June '43 | Canadian Adv. Agency, Montreal |
| Houde Grothe Ltd., Montreal | Tobacco | Program Alouette | Saturday, 7:30-8:00 P.M. | 10 | Oct. '43-Dec. '43 | Canadian Adv. Agency, Montreal |
| Hudson Bay Co., Winnipeg | Raw Fur Buying | Red River Barn Dance | Saturday, 11:00-11:30 P.M. | 15<br>11 | Jan. '43-May '43<br>Oct. '43-Dec. '43 | Cockfield, Brown & Co. Ltd., Winnipeg |
| Imperial Oil Ltd., Toronto | Imperial Oil Products | N.H.L. Hockey | Saturday, 9:05-10:30 P.M. | 52 | Jan. '43-Mar. '43<br>Oct. '43-Dec. '43 | MacLaren Adv. Co. Ltd., Toronto |
| S. C. Johnson & Son Ltd., Brantford | Johnson's Wax & Car-Nu | Fibber McGee and Molly | Tuesday, 9:00-9:30 P.M. | 32 | Jan. '43-June '43<br>Oct. '43-Dec. '43 | Needham, Louis & Brorby, Inc., Chicago |
| S. C. Johnson & Son Ltd., Brantford | Johnson's Wax & Car-Nu | Passing Parade | Tuesday, 9:00-9:30 P.M. | 32 | July '43-Sept. '43 | Needham, Louis & Brorby, Inc., Chicago |
| S. C. Johnson & Son Ltd., Brantford | Johnson's Wax & Car-Nu | Pierre Guerin | Mon., Wed., Fri., 10:45-11:00 A.M. | 4 | Jan. '43-Dec. '43 | Vickers & Benson, Ltd., Montreal |
| Kelly Douglas & Co. Ltd., Vancouver | Nabob Coffee, Baking Powder, Spices | Harmony House | Monday, 11:30-12:00 Mid. | 15 | Sept. '43— | Stewart Lovick Ltd., Vancouver |
| Kraft Cheese Co., Toronto | Kraft Cheese, Salad Dressing | Kraft Music Hall | Thursday, 9:00-9:30 P.M. | 29 | Jan. '43-Dec. '43 | J. Walter Thompson Co. Ltd., Montreal |
| Lamont Corliss & Co. Ltd., Toronto | Ponds Creams | John & Judy | Tuesday, 9:00-9:30 P.M. | 30 | Jan. '43-June '43<br>Sept. '43-Dec. '43 | J. Walter Thompson Co. Ltd., Toronto |
| Lever Brothers Ltd., Toronto | Rinso | Big Sister | Mon.-Fri., 12:15-12:30 P.M. | 32 | Jan. '43-Dec. '43 | Ruthrauff & Ryan, Inc., N. Y. |
| Lever Brothers Ltd., Toronto | Rinso | Grande Soeur | Mon.-Fri., 11:00-11:15 A.M. | 6 | Jan. '43-Dec. '43 | Ruthrauff & Ryan, Inc., N. Y. |
| Lever Brothers Ltd., Toronto | Sunlight Soap | Lucy Linton's Stories from Life | Mon.-Fri., 11:45-12:00 Noon; 12:30-12:45 P.M. | 33 | Jan. '43-Dec. '43 | Ruthrauff & Ryan, Inc., N. Y. |
| Lever Brothers Ltd., Toronto | Sunlight Soap | Vers le Soleil avec Tante Lucie | Mon.-Fri., 1:30-1:45 P.M. | 6 | Jan. '43-Dec. '43 | Ruthrauff & Ryan, Inc., N. Y. |
| Lever Brothers Ltd., Toronto | Lux Soap | Lux Radio Theatre | Monday, 9:00-10:00 P.M. | 32 | Jan. '43-July '43<br>Sept. '43-Dec. '43 | J. Walter Thompson Co. Ltd., Toronto |
| Thos. J. Lipton Ltd., Toronto | Tea | Lipton's Tea Musicale | Sunday, 6:00-6:30 P.M. | 34<br>52 | Jan. '43-Mar. '43<br>Sept. '43-Dec. '43 | Vickers & Benson Ltd., Toronto |
| Maple Leaf Milling Co., Toronto | Red River Cereal | Good Luck | Mon., Wed., Fri., 7:00-7:15 P.M. | 32 | Jan. '43-April '43 | Cockfield, Brown & Co. Ltd., Toronto |
| Maple Leaf Milling Co., Toronto | Red River Cereal<br>Brex Cereal | Jolly Miller Time | Saturday, 8:00-8:30 P.M. | 32 | Oct. '43— | Cockfield, Brown & Co. Ltd., Toronto |
| McColl-Frontenac Oil Co., Montreal | McColl-Frontenac Products | Metropolitan Opera | Saturday, 2:00-5:00 P.M. | 38 | Jan. '43-Mar. '43<br>Nov. '43— | Ronalds Adv. Agency, Montreal |
| McColl-Frontenac Oil Co., Montreal | McColl-Frontenac Products | Star Theatre | Sunday, 9:30-10:00 P.M. | 15<br>19 | Jan. '43-June '43<br>Sept. '43— | Ronalds Adv. Agency, Montreal |
| Metropolitan Life Insurance Co., London | Insurance | 75th Anniversary Program | Wednesday, 9:30-10:00 P.M. | 15 | Mar. 24 '43 | Young & Rubicam, Ltd., Toronto |
| Mireille Inc., Montreal | Beauty Products | Pour Votre Beaute | Mon., Wed., Fri., 10:00-10:15 A.M. | 6 | Jan. '43-Feb. '43 | No Agency |
| Mireille Inc., Montreal | Beauty Products | Professeur Mireille | Tues., Fri., 10:00-10:15 A.M. | 6 | Mar. '43-June '43 | Canadian Adv. Agency, Montreal |
| Mireille Inc., Montreal | Beauty Products | Mireille Program | Tues., Fri., 1:45-2:00 P.M. | 10 | Oct. '43 | No Agency |
| Procter & Gamble Co., Toronto | Ivory Bar | Life Can Be Beautiful | Mon.-Fri., 3:45-4:00 P.M. | 15 | Jan. '43-Mar. '43 | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Toronto | Ivory Snow & Crisco | Mary Marlin | Mon.-Fri., 3:00-3:15 P.M. | 27 | Jan '43-Sept. '43 | Benton & Bowles, Inc., N. Y. |
| Procter & Gamble Co., Toronto | Ivory Snow & Crisco | Woman of America | Mon.-Fri., 3:00-3:15 P.M. | 27 | Sept. '43— | Benton & Bowles, Inc., N. Y |
| Procter & Gamble Co., Toronto | Oxydol | Ma Perkins | Mon.-Fri., 3:15-3:30 P.M. | 27 | Jan. '43-Dec. '43 | Blackett-Sample-Hummert, Chicago |
| Procter & Gamble Co., Toronto | Camay & Chipso | Pepper Young's Family | Mon.-Fri., 3:30-3:45 P.M. | 27 | Jan. '43-Dec. '43 | Pedlar & Ryan, Inc., N. Y. |
| Procter & Gamble Co., Toronto | Oxydol & Ivory Bar | Road of Life | Mon.-Fri., 11:00-11:15 A.M.; 10:45-11:00 A.M. | 28 | Jan. '43-June '43 | Blackett-Sample-Hummert, Chicago |
| Procter & Gamble Co., Toronto | Ivory Bar & Oxydol | Road of Life | Mon.-Fri., 11:00-11:15 A.M. | 28 | July '43— | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Toronto | P & G Laundry Soap | Snow Village | Mon.-Fri., 4:00-4:15 P.M. | 19 | Jan. '43-June '43 | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Toronto | P & G Laundry Soap | Snow Village | Mon.-Fri., 3:45-4:00 P.M. | 16 | July '43-Oct. '43 | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Toronto | Ivory Bar | Right to Happiness | Mon.-Fri., 3:45-4:00 P.M. | 11 | July '43— | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Toronto | P & G Laundry Soap | Right to Happiness | Mon.-Fri., 3:45-4:00 P.M. | 16 | Oct. '43— | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Toronto | Chipso | Vie de Famille | Mon.-Fri., 10:30-10:45 A.M. | 4 | Jan. '43-Dec. '43 | Pedlar & Ryan, Inc., N. Y. |
| Procter & Gamble Co., Toronto | Barsalou | Quelles Nouvelles | Mon.-Fri., 12:15-12:30 P.M. | 4 | Jan. '43-Dec. '43 | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Toronto | Oxydol | La Rue Principale | Mon.-Fri., 1:00-1:15 P.M. | 4 | Jan. '43-Dec. '43 | Blackett-Sample-Hummert, Chicago |
| Procter & Gamble Co., Toronto | Ivory Bar | La Vie Commence Demain | Mon.-Fri., 7:15-7:30 P.M. | 3 | Jan. '43-Sept. '43 | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Toronto | Ivory Bar | Metropole | Mon.-Fri., 7:15-7:30 P.M. | 3 | Oct. '43— | Compton Adv. Inc., N. Y. |
| Radio Manufacturers Association, Toronto | Goodwill | Yesterday Today Tomorrow | Sunday, 5:30-6:00 P.M. | 32 | Feb. '43-May '43 | MacLaren Adv. Co. Ltd., Toronto |
| Radio Manufacturers Association, Toronto | Goodwill | Yesterday Today Tomorrow | Wednesday, 8:00-8:30 P.M.; 11:30-12:00 Mid. | 32 | Sept. '43— | MacLaren Adv. Co. Ltd., Toronto |
| Radio Manufacturers Association, Toronto | Goodwill | Hier Aujourd'hui et Demain | Friday, 9:30-9:45 P.M. | 7 | Oct. '43— | MacLaren Adv. Co. Ltd., Toronto |

(Continued on Page 286)

# Advertisers Using Canadian Broadcasting Corp. Networks During 1943

[Continued from Page 285]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|---|---|---|---|---|
| Radiomonde, Montreal | Radio Weekly | Le Moulin de la Chanson | Thursday, 1:45-2:00 P.M. | 3 | Nov. '42-Nov. '43 | No Agency |
| RCA Victor Co., Montreal | Goodwill | Voice of Victor | Thursday, 8:00-8:30 P.M. | 32 | Jan. '43-Apr. '43<br>Oct. '43— | Spitzer & Mills, Ltd., Toronto |
| RCA Victor Co., Montreal | Goodwill | Les Romans Lyrique Victor | Thursday, 8:00-8:30 P.M. | 6 | March '43-May '43 | Spitzer & Mills, Ltd., Toronto |
| RCA Victor Co., Montreal | Goodwill | Les Romans Lyrique Victor | Monday, 9:00-9:30 P.M. | 6 | Oct. '43— | Spitzer & Mills, Ltd., Toronto |
| St. Lawrence Starch Co. Ltd., Port Credit | Beehive Corn Syrup, Corn Starch | Wes McKnight | Saturday, 7:00-7:15 P.M. | 43 | Jan. '43-Mar. '43<br>Oct. '43— | McConnell, Eastman & Co. Ltd., Toronto |
| Standard Brands Ltd., Montreal | Chase & Sanborn Coffee, Tenderleaf Tea | Chase & Sanborn Program | Sunday, 8:00-8:30 P.M. | 36 | Jan. '43-May '43<br>Sept. '43-Dec. '43 | J. Walter Thompson Co. Ltd., Montreal |
| Sterling Drug Inc., Windsor | Phillips Milk of Magnesia | Waltz Time | Friday, 9:00-9:30 P.M. | 36 | Jan. '43-Dec. '43 | Blackett-Sample-Hummert, N. Y. |
| Sterling Drug Inc., Windsor | Bayer Aspirin | Album of Familiar Music | Sunday, 9:30-10:00 P.M. | 35 | Jan. '43-Dec. '43 | Blackett-Sample-Hummert, N. Y. |
| Tucketts Ltd., Hamilton | Buckingham Cigarettes | Alan Young | Tuesday, 8:30-9:00 P.M.<br>Wednesday, 9:30-10:00 P.M. | 44 | Jan. '43-June '43<br>Sept. '43-Nov. '43<br>Nov. '43— | MacLaren Adv. Co. Ltd., Toronto |
| Wm. Wrigley Jr. Co. Ltd., Toronto | Gum | Treasure Trail | Tuesday, 10:15-10:45 P.M. | 9 | Jan. '43-Dec. '43 | Tandy Adv. Agency, Toronto |
| York Knitting Mills Ltd. | Institutional | Singing Star of Tomorrow | Sunday, 5:03-5:30 P.M. | 29 | Nov. '43— | Cockfield, Brown & Co. Ltd., Toronto |

# Unions And Labor Groups Dealing in Radio Fields

| Name of Organization | Affiliation | Address Telephone No. | Executive |
|---|---|---|---|
| American Federation of Labor | AFL | 901 Mass. Ave. N.W.<br>Washington. D. C.<br>National 3870 | William Green, Pres. |
| Congress of Industrial Organizations | CIO | 718 Jackson Pl., N.W.<br>Washington. D. C.<br>Executive 5581 | Philip Murray, Pres. |
| American Communications Association | CIO | 5 Beekman St.<br>New York City<br>Courtland 7-1374 | Joseph Selly, Pres. |
| International Brotherhood of Electrical Workers | AFL | 1200 15th St. N.W.<br>Washington. D. C.<br>District 3766 | E. J. Brown, Pres. |
| American Federation of Musicians | AFL | 570 Lexington Ave.<br>New York City<br>Plaza 8-0600 | James C. Petrillo, Pres. |
| International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators | AFL | 630 Fifth Ave.<br>New York City<br>Circle 5-4370 | Richard F. Walsh, Pres. |
| Radio Writers' Guild of the Authors League of America | .... | 6 E. 39th St.<br>New York City<br>Murray Hill 5-6930 | Louis Schofield, Pres. |
| American Newspaper Guild | CIO | 63 Park Row<br>New York City<br>Rector 2-0491 | Milton Murray, Pres. |
| Associated Actors & Artistes of America | AFL | 45 W. 47th St.<br>New York City<br>Bryant 9-3550 | Paul Dullzell, Pres. |
| National Assn. of Broadcast Engineers & Technicians | (NABET) | 1509 N. Vine St.<br>Hollywood. Cal.<br>Granite 7273 | J. H. Brown, Pres. |

*Organizations affiliated with Associated Actors & Artistes of America*

| Name of Organization | Affiliation | Address Telephone No. | Executive |
|---|---|---|---|
| Actors Equity Assn. | AFL | 45 W. 47th St.<br>New York City<br>Bryant 9-3550 | Bert Lytell, Pres.<br>Paul Dullzell, Ex. Secy.-Treas. |
| American Federation of Radio Artists | AFL | 2 W. 45th St.<br>New York City<br>Vanderbilt 6-1810 | Lawrence Tibbett, Pres.<br>Mrs. Emily Holt, Ex. Secy. |
| American Guild of Musical Artists Inc. | AFL | 2 W. 45th St.<br>New York City<br>Murray Hill 2-5644 | Lawrence Tibbett, Pres.<br>Mrs. Blanche Witherspoon, Ex. Secy. |
| American Guild of Variety Artists | AFL | 1697 Broadway<br>New York City<br>Circle 6-7130 | Matt Shelvey, National Director |
| Screen Actors Guild | AFL | 7046 Hollywood Blvd.<br>Hollywood, Cal.<br>Hollywood 7311 | James Cagney, Pres.<br>John Dale, Jr., Ex. Secy. |
|  |  | 545 Fifth Ave.<br>New York City<br>Murray Hill 2-0184 | Mrs. Florence Marston, Eastern Representative |
| United Office & Professional Workers of America | CIO | 8 W. 40th St.<br>New York City<br>Lackawanna 4-8392 | Lewis Merrill, Pres. |

# 1944 Committees of Congress Dealing With Radio Legislation

### HOUSE INTERSTATE AND FOREIGN COMMERCE COMMITTEE*

*Committee Clerk: Elton J. Layton*

**DEMOCRATS** — Clarence F. Lea, California, chairman; Robert Crosser, Ohio; Alfred L. Bulwinkle, North Carolina; Virgil Chapman, Kentucky; Lyle H. Boren, Oklahoma; Martin J. Kenendy, New York; Lindley Beckworth, Texas; Thomas D'Alesandro Jr., Maryland; Francis J. Myers, Pennsylvania; J. Percy Priest, Tennessee; Oren Harris, Arkansas; George G. Sadowski, Michigan; Richard F. Harless, Arizona; John P. Newsome, Alabama.

**REPUBLICANS**—Charles A. Wolverton, New Jersey; Pehr G. Holmes, Massachusetts; B. Carroll Reece, Tennessee; Charles A. Halleck, Indiana; Carl Hinshaw, California; Clarence J. Brown, Ohio; Evan Howell, Illinois; Harve Tibbott, Pennsylvania; Leonard W. Hall, New York; Thomas D. Winter, Kansas; Joseph P. O'Hara, Minnesota.

### HOUSE SELECT COMMITTEE TO INVESTIGATE THE FCC

*General Counsel: Eugene L. Garey*

**DEMOCRATS**—Clarence F. Lea, California, chairman; Edward J. Hart, New Jersey; Warren G. Magnuson, Washington.

**REPUBLICANS**—Louis E. Miller, Missouri; Richard B. Wigglesworth, Massachusetts.

### SENATE INTERSTATE COMMERCE COMMITTEE*

*Committee Clerk: Edward Jarrett*

**DEMOCRATS**—Burton K. Wheeler, Montana, chairman; Ellison D. Smith, South Carolina; Robert F. Wagner, New York; Alben W. Barkley, Kentucky; Homer T. Bone, Washington; Harry S. Truman, Missouri; Edwin C. Johnson, Colorado; Lister Hill, Alabama; Tom Stewart, Tennessee; D. Worth Clark, Idaho; James M. Tunnell, Delaware; Ernest W. McFarland, Arizona.

**REPUBLICANS** — Wallace H. White Jr., Maine; Warren R. Austin, Vermont; Henrik Shipstead, Minnesota; Charles W. Tobey, New Hampshire; Clyde M. Reed, Kansas; Chandler Gurney, South Dakota; C. Wayland Brooks, Illinois; Albert W. Hawkes, New Jersey; E. H. Moore, Oklahoma.

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* *In which radio legislation originates and which also handles regulation of and advertising of products in interstate commerce.*

# REGIONAL NETWORKS OF THE UNITED STATES

*(For rates and details, consult stations or headquarters indicated)*

**ARIZONA BROADCASTING Co. (ABC) NETWORK**—Comprising KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford, as primary stations, with the following supplementary: KWJB, Globe; KCRJ, Jerome; KYCA Prescott. Executive officers: R. B. Williams, KVOA, president; Dick Lewis, KTAR, manager; J. R. Heath, KTAR, commercial manager; K. M. Pennington, KTAR, promotion manager. Represented nationally by Paul H. Raymer Co.

**ARIZONA NETWORK**—Comprising KOY Phoenix; KTUC, Tucson; KSUN, Lowell. Available as a regional network. Represented nationally by John Blair & Co. Executive officers: A. L. Johnson, KOY; Lee Little, KTUC; Carl Morris, KSUN.

**ARKANSAS NETWORK**—Comprising KARK, Little Rock; KTHS, Hot Springs; KCMC, Texarkana; KFFA, Helena, Ark.; KUOA, Siloam Springs; KELD, El Dorado; KOTN, Pine Bluff; KFPW, Fort Smith; KBTM, Jonesboro; WMC, Memphis, Tenn. Hookup used on special occasions, or for political broadcasts, paid for at station rates plus line charges.

**ARROWHEAD NETWORK**—Comprising WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn. Available as a hookup. Represented nationally by Hollingbery & Co. Headquarters: WEBC, Duluth. Executive officers: Walter C. Bridges, WEBC, manager; H. E. Westmoreland, director of operations.

**ATLANTIC COAST NETWORK**—Comprising WNEW, New York; WWDC, Washington; WPEN, Philadelphia; WELI, New Haven; WNBC, Hartford; WCOP, Boston; WFCI, Pawtucket-Providence (basic stations). Headquarters: 501 Madison Ave., New York. Officials: Harold A. Lafount, president; G. Bennett Larson, Washington manager.

**BLUE RIDGE NETWORK**—Regional hookup comprising WFBC, Greenville, S. C.; WISE, Asheville, N. C.; WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn. Represented nationally by Weed & Co.

**CENTRAL STATES BROADCASTING SYSTEM**—Comprising KOIL, Omaha; KFAB, Lincoln, Neb.; KFOR, Lincoln. Available as a hookup. Represented nationally by Edward Petry & Co. Headquarters: KOIL. General Manager: Hugh Feltis, KOIL.

**CONNECTICUT STATE NETWORK**—Regional network comprising WSRR, Stamford; WNAB, Bridgeport; WNBC, Hartford; WELI, New Haven; WNLC, New London; WATR, Waterbury. Officers: Harold H. Meyer, WSRR, president. Represented nationally by Helen Wood, New York; Bertha Bannan, Boston.

**CORN BELT WIRELESS REBROADCASTING SERVICE**—This is a service for rebroadcasting WHO studio programs without the use of lines during daytime hours by other stations located within 225 miles of Des Moines. Basic stations are WHO, Des Moines; WOC, Davenport, and KMA, Shenandoah. Rate is a combination of the spot broadcasting rate of each station used without any charge for lines. Contracts are made direct with individual stations as this is not an organized network but provides for exchange of programs and intensive regional coverage. Director: J. O. Maland, WHO. Sales manager: Hale Bondurant, WHO. National representatives: Free & Peters Inc.

**DANIEL BOONE REGIONAL NETWORK**—Regional hookup comprising WISE, Asheville, N. C.; WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn. General Manager, Harold Thoms, WISE. Represented by individual station representatives and by Burn-Smith Co. Inc., and (Southeast) by Harry E. Cummings, Barnett Bank Bldg., Jacksonville, Fla.

**DON LEE BROADCASTING SYSTEM**—*Southern California:* KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo. *Northern California:* KFRC, San Francisco; KMYC, Marysville; KDON, Monterey; KIEM, Eureka; KHSL, Chico; KVCV, Redding; KFRE, Fresno; KYOS, Merced. *Northwest (Oregon)*: KALE, Portland; KRNR, Roseburg; KFJI, Klamath Falls; KORE, Eugene; KOOS, Marshfield; KAST, Astoria; KUIN, Grants Pass. *Northwest (Washington)*: KOL, Seattle; KMO, Tacoma; KIT, Yakima; KXRO, Aberdeen; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Longview; KFIO, Spokane; KWAL, Wallace, Idaho. Available in groups or in whole; also as part of Mutual Broadcasting System. Represented nationally by John Blair & Co. Headquarters: KHJ, Los Angeles. Executive officers: Lewis Allen Weiss, vice-president and general manager; Sydney Gaynor, general sales manager.

**HEARST RADIO Inc.**—Stations operated by Hearst interests but not linked as a network; WBAL, Baltimore; WINS, New York City; WISN, Milwaukee. Headquarters: 25 W. 43rd St., New York City 18. General Manager: E. M. Stoer.

**INTERMOUNTAIN NETWORK**—Operating as a regular network and also as a segment of MBS. Comprises KLO, Ogden-Salt Lake City; KOVO, Provo; KEUB, Price; KVNU, Logan; KSUB, Cedar City, all in Utah. General Manager: George C. Hatch, KLO. General Sales Manager: Lynn L. Meyer, KLO. Represented nationally by Joseph Hershey McGillvra.

**KANSAS STATE NETWORK**—Regional network comprising WHB, Kansas City; KTSW, Emporia; KGVB, Great Bend; KSAL, Salina; KFBI, Wichita. Also a unit of MBS. Officials: Donald D. Davis, WHB, sales manager; John T. Schilling, program coordinator. Headquarters: WHB, Scarritt Bldg., Kansas City. Representative: Don Davis.

**LONE STAR CHAIN**—Texas regional network comprising KGKO, Fort Worth-Dallas; KGNC, Amarillo; KGRV, Weslaco; KTSA, San Antonio; KXYZ, Houston; KRIS, Corpus Christi. Headquarters: Tower-Petroleum Bldg., Dallas. Operating Committee: O. L. Taylor, KTSA, chairman; Tilford Jones, KXYZ-KRIS; Harold Hough, KGKO. Managing Director: Ken L. Sibson.

**MARYLAND COVERAGE NETWORK**—Comprising WFBR, Baltimore; WJEJ, Hagerstown; WBOC, Salisbury. Headquarters: WFBR. Represented nationally by John Blair & Co.

**MASON DIXON RADIO GROUP**—Regional group comprising WDEL and WILM, Wilmington, Del.; WORK, York, Pa.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa. Represented nationally by Paul H. Raymer Co. and Radio Advertising Co. Headquarters: WGAL, Lancaster. General Manager: Clair R. McCollough.

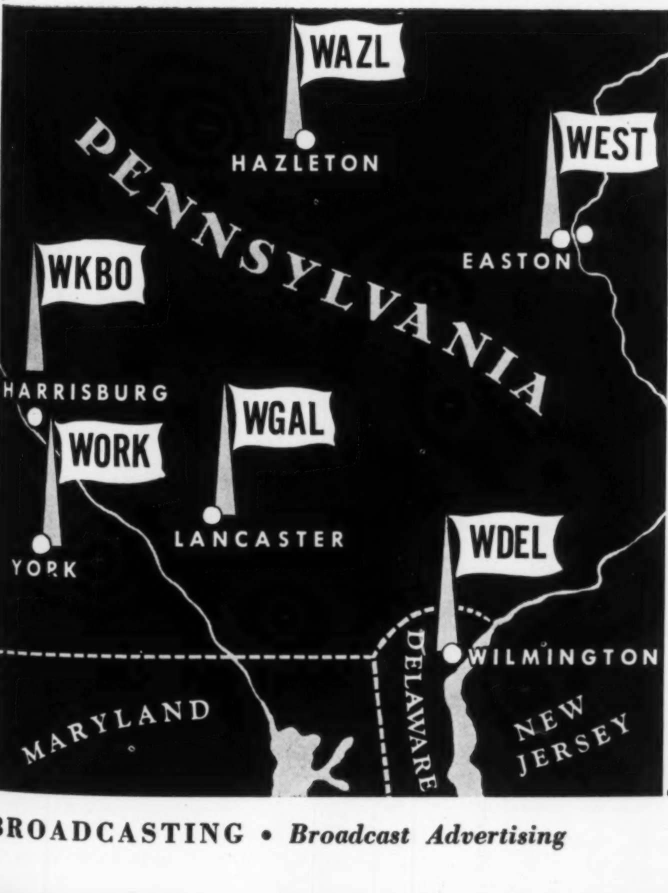
**MICHIGAN RADIO NETWORK**—Comprising, WXYZ, Detroit (key station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WSOO, Sault Ste. Marie. Available as a regional network and also sold as a unit of Blue Network. Headquarters: Stroh Bldg., Detroit. Executives: George W. Trendle, president; H. Allen Campbell, general manager and secretary; James G. Riddell, assistant commercial manager; Lambert B. Beeuwkes, advertising, sales promotion and publicity director; Bess Ashton, traffic manager. Represented nationally by Paul H. Raymer Co.

**MINNESOTA RADIO NETWORK**—Regional group comprising KSTP, St. Paul; KROC, Rochester; KYSM, Mankato; KFAM, St. Cloud. Key station: KSTP, St. Paul. Represented nationally by Edward Petry & Co.

**NEW ENGLAND REGIONAL NETWORK**—Special regional network of NBC-affiliated stations, comprising WTIC, Hartford; WBZ, Boston; WJAR, Providence; WCSH, Portland; WLBZ, Bangor. Supplementary stations: WFEA, Manchester, N. H.; WRDO, Augusta. Me. Available with WEAF, New York, by special arrangement. Directors: Paul W. Morency, WTIC, chairman; Lee B. Wailes, Westinghouse Radio Stations; John J. Boyle, WJAR; William E. Rines, WCSH; Thompson Guernsey, WLBZ. Operations Director: Paul W. Morency. Represented nationally by Weed & Co.

(*Continued on page 288*)

Mason • Dixon Radio Group



6 Stations Covering One of Today's Greatest Sales-Producing Areas

This group of stations offers advertisers rich sales opportunities. The markets covered are diversified—industrial and agricultural—now booming with activity. For information write main office or national representative.

**WDEL** Wilmington, Del.
**WORK** York, Penna.
**WGAL** Lancaster, Penna.
**WKBO** Harrisburg, Penna.
**WAZL** Hazleton, Penna.
**WEST** Easton, Penna.

NATIONAL REPRESENTATIVES

WKBO • WORK • WGAL • WDEL: *Paul H. Raymer Co.*
WAZL • WEST: *Radio Advertising Company*

NEW YORK — CHICAGO — SAN FRANCISCO — LOS ANGELES

**NORTH CENTRAL BROADCASTING SYSTEM, Inc.**—A regional network comprising WLOL, Minneapolis-St. Paul; WDSM, Superior, Wis.; KATE, Albert Lea, Minn.; KWNO, Winona, Minn.; KVOX, Moorhead, Minn.; KGDE, Fergus Falls, Minn.; KWLM, Willmar, Minn.; KDLR, Devils Lake, N. D.; KSJB, Jamestown, N. D.; KGCU, Mandan, N. D.; KLPM, Minot, N. D.; KABR, Aberdeen, S. D.; KVFD, Fort Dodge, Ia.; WATW, Ashland, Wis.; WJMS, Ironwood, Mich.; KILO, Grand Forks, N. D.; WEAU, Eau Claire, Wis.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn. Outlets in other regional cities available on order. Headquarters: First National Bank Bldg., St. Paul. Branch Offices: 8 E. 41st., New York; 360 N. Michigan Ave., Chicago. Officers: John W. Boler, president and treasurer; Edythe Iverson, secretary; Don Clayton, vice-president; Lillian Lessman, comptroller.

**NORTHERN NETWORK**—Regional Michigan network comprising WDMJ, Marquette; WDBC, Escanaba; WSOO, Sault Ste. Marie. Headquarters: WSOO, Sault Ste. Marie. Stanley R. Pratt, WSOO, manager.

**NORTHWEST NETWORK**—Comprising KSTP, St. Paul; KROC, Rochester, Minn.; KYSM, Mankato, Minn.; KFAM, St. Cloud, Minn.; WEAU, Eau Claire, Wis.; WDAY, Fargo, N. D.; KFYR, Bismarck, N. D.; WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn. Headquarters: KSTP, St. Paul Hotel, St. Paul. Sales Office: KSTP, Hotel Raddison, Minneapolis. Officials: Stanley E. Hubbard, general manager; Kenneth M. Hance, treasurer; Ray C. Jenkins, sales manager.

**OKLAHOMA NETWORK Inc.**—Comprising KTOK, Oklahoma City; KOME, Tulsa; KCRC, Enid; KBIX, Muskogee; KGFF, Shawnee; KADA, Ada; KVSO, Ardmore; all stations affiliated with Blue Network. Available as a regional network. Headquarters: Ramsey Tower, Oklahoma City. Managing Director: Robert D. Enoch, KTOK. Officers: Robert D. Enoch, president; Tams Bixby Jr., vice-president; Milton B. Garber, secretary-treasurer. Represented nationally by Radio Advertising Corp.

**PACIFIC BROADCASTING Co.**—Affiliated with Mutual Broadcasting System and Don Lee Broadcasting System. *Washington Outlets:* KOL, Seattle; KMO, Tacoma; KXRO, Aberdeen; KFIO, Spokane; KELA, Centralia; KRKO, Everett; KGY, Olympia; KIT, Yakima; KWLK, Longview. *Oregon Outlets:* KORE, Eugene; KOOS, Marshfield; KALE, Portland; KRNR, Roseburg; KFJI, Klamath Falls; KAST, Astoria; KWIL, Albany; KUIN, Grants Pass. KWAL, Wallace, *Idaho Outlet.* Represented nationally by John Blair & Co. General Manager: Carl E. Haymond, KMO, Tacoma.

**QUAKER NETWORK**—Pennsylvania regional hookup comprising WFIL, Philadelphia; WRAW, Reading; WSAN, Allentown; WEST, Easton; WORK, York; WAZL, Hazelton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes-Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J. Operates as network or split as desired. Other cities available on order. Headquarters: WFIL, Philadelphia. General Manager: Roger W. Clipp.

**SOUTH CENTRAL QUALITY NETWORK**—Regional network comprising WMC, Memphis; KARK, Little Rock; KWKH-KTBS, Shreveport; WJDX, Jackson, Miss.; WSMB, New Orleans. Special hookup of any or all available at combined national rates of each station, plus line charges. Headquarters, each station.

**SOUTHERN MINNESOTA NETWORK**—Regional network comprising KROC, Rochester; KYSM, Mankato; KATE, Albert Lea. Headquarters: Any station. Manager: John F. Meagher, KYSM. Represented nationally by the John E. Pearson Co.

**TEXAS QUALITY NETWORK**—Comprising WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston. Available as a cooperative regional network. Represented nationally by Edward Petry & Co. Headquarters: Any station, each acting as sales office. Directors: Martin Campbell, WFAA; Harold Hough, WBAP; Hugh A. L. Halff, WOAI; Kern Tips, KPRC.

**TEXAS STATE NETWORK**—Regional network comprising KFJZ, Fort Worth; WRR, Dallas; KABC, San Antonio; KBST, Big Spring; KGKL, San Angelo; KRBC, Abilene; KPLT, Paris; KRRV, Sherman; KCMC, Texarkana; WACO, Waco; KTEM, Temple; KNOW, Austin; KFYO, Lubbock; KFDA, Amarillo; KVWC, Vernon; KRLH, Midland. Ruth G. Roosevelt, president. Headquarters: 1201 W. Lancaster, Fort Worth.

**TOBACCO NETWORK**—Regional network of North Carolina stations comprising WGTM, Wilson; WGTC, Greenville; WGBR, Goldsboro; WRAL, Raleigh; WFNC, Fayetteville. Executives: Paul Moyle, WFNC, president; Fred Fletcher, WRAL, vice-president; Harry Bright, WGBR, secretary; Allen Wannamaker, WGTM, treasurer; Durham Moore, WRAL, sales manager; Ray Reeve, WRAL, program director. Headquarters: P. O. Box 1150, Raleigh. Represented nationally by Weed & Co.

**WEST VIRGINIA NETWORK**—Comprising WCHS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg; WSAZ, Huntington. Available as a regional network. Headquarters: WCHS, Charleston. Officials: Capt. John A. Kennedy, president; Howard L. Chernoff, managing director. Represented nationally by the Branham Co.

**WISCONSIN NETWORK**—Network comprising WHBY, Appleton; KFIZ, Fond du Lac; WCLO, Janesville; WIBU, Poynette-Madison; WRJN, Racine; WHBL, Sheboygan; WSAU, Wausau; WFHR, Wisconsin Rapids. Main office: Wisconsin Rapids, Wis.

**WOLVERINE NETWORK**—Regional network comprising WLAV, Grand Rapids (key station); WTCM, Traverse City; WHLS, Port Huron; WJLB, Detroit; WKBZ, Muskegon. All in Michigan. WJJD, Chicago and/or WIND, Gary, may be added. Officers: Roy C. Kelley, president; Hy M. Steed, manager.

**YANKEE NETWORK**—Comprising WNAC, Boston; Mass.; WTHT, Hartford, Conn.; WEAN, Providence, R. I.; WATR, Waterbury, Conn.; WHYN, Holyoke-Springfield, Mass.; WAAB, Worcester, Mass.; WICC, Bridgeport, Conn.; WCSH, Portland, Me.; WLLH, Lowell-Lawrence, Mass.; WSAR, Fall River, Mass.; WLBZ, Bangor, Me.; WFEA, Manchester, N. H.; WBRK, Pittsfield, Mass.; WNLC, New London, Conn.; WLNH, Laconia, N. H.; WRDO, Augusta, Me.; WCOU, Lewiston, Me.; WHAI, Greenfield, Mass.; WEIM, Fitchburg, Mass.; WSYB, Rutland, Vt. Available also with WOR or WHN, New York City (special lines). Represented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave., Boston. Officers: John Shepard 3rd, chairman of board; William F. O'Neil, president; Linus Travers, executive vice-president; William O'Neil, treasurer; Robert F. Ide, assistant treasurer.

**Z-NET (Z-BAR NETWORK)**—Comprising KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont. Available as a hookup. Managing Director: Ed Craney, KGIR.

## Keystone Broadcasting System Transcription Network: Officers and Affiliates

**Headquarters—580 Fifth Ave., New York City. Telephone Longacre 3-2221**

MICHAEL M. SILLERMAN, *President and General Manager*

**KEYSTONE BROADCASTING SYSTEM Inc.—Officers:** Michael M. Sillerman, president; Arthur Wolf, vice-president; William Wolf, vice-president; Sidney J. Wolf, secretary-treasurer. New York Office—580 Fifth Ave.; telephone, Longacre 3-2221; general manager, Michael M. Sillerman. Chicago Office—134 No. LaSalle St.; telephone, State 4590; sales manager, Naylor Rogers. Hollywood Office—6331 Hollywood Blvd.; telephone, Hempstead 0460; program director, Sylvia Young.

**DESCRIPTION OF SERVICE:** Keystone Broadcasting System, is a transcription network principally covering secondary markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 200 affiliated stations. The network supplies its stations with 84 fully scripted sustaining shows per week, filling four hours per day, seven days per week, to a total of 28 hours per week. The System offers its facilities in blocks of time from one hour down to 15-minute periods, and also makes available spot periods of five minutes duration down to 25-word "chain breaks". The list of stations affiliated with Keystone as of Jan. 1, 1944, is as follows:

ALABAMA—WJLD, Bessemer; WMSL, Dacatur; WBHP, Huntsville; WJHO, Opelika; WJRD, Tuscaloosa.

ALASKA—KFQD, Anchorage.

ARIZONA—KWJB, Globe; KCRJ, Jerome.

ARKANSAS—KFFA, Helena; KBTM, Jonesboro; KOTN, Pine Bluff; KUOA, Siloam Springs.

COLORADO—KGIW, Alamosa; KIUP, Durango; KFXJ, Grand Junction; KOKO, La Junta.

FLORIDA—WAAC, Fort Myers; WTMC, Ocala; WDLP, Panama City; WSPB, Sarasota; WTAL, Tallahassee.

GEORGIA—WGAU, Athens; WGAC, Augusta; WMOG, Brunswick; WGAA, Cedartown; WMJM, Cordele; WBLJ, Dalton; WGGA, Gainesville; WKEU, Griffin; WLAG, La Grange; WMGA, Moultrie; WRLC, Toccoa; WGOV, Valdosta; WAYX, Waycross.

IDAHO—KID, Idaho Falls; KRLC, Lewiston; KWAL, Wallace.

ILLINOIS—WMRO, Aurora; WJBC, Bloomington; WEBQ, Harrisburg; WJPF, Herrin; WLDS, Jacksonville; WCLS, Joliet.

INDIANA—WTRC, Elkhart; WKMO, Kokomo; WKBV, Richmond; WAOV, Vincennes; WLBC, Muncie.

IOWA—KVFD, Fort Dodge; KBIZ, Ottumwa.

KANSAS—KVAK, Atchison; KGNO, Dodge City; KIUL, Garden City; KVGB, Great Bend.

KENTUCKY—WCMI, Ashland; WLBJ, Bowling Green; WHLN, Harlan; WOMI, Owensboro.

MAINE—WAGM, Presque Isle.

MARYLAND—WFMD, Frederick.

MASSACHUSETTS—WHAI, Greenfield; WESX, Salem.

MICHIGAN—WHDF, Calumet; WDBC, Escanaba; WJMS, Ironwood; WDMJ, Marquette; WHLS, Port Huron; WTCM, Traverse City.

MINNESOTA—KWLM, Willmar.

MISSISSIPPI—WCBI, Columbus; WJPR, Greenville; WGRM, Greenwood; WGCM, Gulfport; WFOR, Hattiesburg; WAML, Laurel; WSKB, McComb; WMIS, Natchez; WQBC, Vicksburg.

MISSOURI—KWOS, Jefferson City; KWOC, Poplar Bluff; KDRO, Sedalia.

MONTANA—KRJF, Miles City; KGCX, Sidney.

NEBRASKA—KORN, Fremont; KHAS, Hastings; KGFW, Kearney; KODY, North Platte; KGKY, Scotts Bluff.

NEW HAMPSHIRE—WLNH, Laconia.

NEW JERSEY—WSNJ, Bridgeton.

NEW MEXICO—KAVE, Carlsbad; KICA, Clovis; KWEW, Hobbs; KGFL, Roswell; KTNM, Tucumcari.

NEW YORK—WMBO, Auburn; WBTA, Batavia; WKNY, Kingston; WALL, Middletown; WSLB, Ogdensburg; WHDL, Olean; WMFF, Plattsburg; WNBZ, Saranac Lake; WFAS, White Plains.

NORTH CAROLINA—WBBB, Burlington; WEGO, Concord; WCNC, Elizabeth City; WGNC, Gastonia; WGBR, Goldsboro; WHKY, Hickory; WMFR, High Point; WFTC, Kinston; WRAL, Raleigh; WCBT, Roanoke Rapids; WEED, Rocky Mount; WGTM, Wilson; WRRF, Washington.

NORTH DAKOTA—KOVC, Valley City.

OHIO—WMRN, Marion.

OKLAHOMA—KVSO, Ardmore; KASA, Elk City; KHBG, Okmulgee; WBBZ, Ponca City; KSWO, Lawton.

OREGON—KAST, Astoria; KBKR, Baker; KBND, Bend; KLBM, La Grande; KMED, Medford; KSLM, Salem; KODL, The Dalles.

PENNSYLVANIA—WISR, Butler; WCED, DuBois; WMRF, Lewistown.

SOUTH CAROLINA—WOLS, Florence; WCRS, Greenwood; WFIG, Sumter.

SOUTH DAKOTA—KGFX, Pierre; KOBH, Rapid City; KWAT, Watertown.

TENNESSEE—WOPI, Bristol; WHUB, Cookeville.

TEXAS—KNEL, Brady; KEEW, Brownsville; KAND, Corsicana; KDNT, Denton; KLUF, Galveston; KGBS, Harlingen; KSAM, Huntsville; KOCA, Kilgore; KPAB, Laredo; KFRO, Longview; KRBA, Lufkin; KRLH, Midland; KNET, Palestine; KPDN, Pampa; KIUN, Pecos; KTEM, Temple; KVWC, Vernon; KVIC, Victoria.

UTAH—KSUB, Cedar City; KVNU, Logan, KEUB, Price.

VERMONT—WSYB, Rutland; WWSR, St. Albans; WDEV, Waterbury.

VIRGINIA—WCHV, Charlottesville; WKEY, Covington; WFVA, Fredericksburg; WMVA, Martinsville; WLPM, Suffolk; WINC, Winchester.

WASHINGTON—KXRO, Aberdeen; KVOS, Bellingham; KELA, Centralia; KGY, Olympia; KEVR, Seattle; KTBI, Tacoma; KUJ, Walla Walla; KPQ, Wenatchee.

WEST VIRGINIA—WJLS, Beckley; WLOG, Logan; WBRW, Welch; WBTH, Williamson.

WISCONSIN—WHBY, Appleton; WATW, Ashland; WCLO, Janesville; WOMT, Manitowoc; WIGM, Medford; WIBU, Poynette; WRJN, Racine; WJMC, Rice Lake.

WYOMING—KDFN, Casper; KFBC, Cheyenne; KPOW, Powell; KVRS, Rock Springs; KWYO, Sheridan.

## *A New Sum in the Northwest Sky...*

THE TEN *audience-dominating* NBC and Blue stations of the Northwest Network add up to the *only sales-wise coverage* of the important three-billion-dollar market represented by Minnesota, North and South Dakota and portions of Wisconsin, Montana and Wyoming. You can sell any part or all of this *urban-and-rural* market via the Northwest Network. Any combination of stations or the entire group may be used *without* line charges or the usual extra costs for network service.

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**KROC—Rochester**
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**WEAU—Eau Claire**
**WDAY—Fargo**
**KFYR—Bismarck**

## *The* NORTHWEST NETWORK

*Represented Nationally by Edward Petry & Co. Executive Offices: Radisson Hotel, Minneapolis.*

# NATIONAL BROADCASTING CO.: EXECUTIVES and STAFF

**RCA Bldg., 30 Rockefeller Plaza, New York 20, N. Y.**
Telephone: Circle 7-8300. Registered Telegraphic Address: NATBROCAST, NEW YORK

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James R. MacPherson, Denver, Col., *Manager of Station KO*
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A. W. Kaney, *Manager Station Relations Department*
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Stanley Richardson, 2 *Mansfield St. W—1, London, England, Langhorn* 2571

**SWITZERLAND**

Paul Archinard, *Berne, Switzerland*

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KOA, Denver
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# 93%

## OF NIGHTTIME LISTENERS TUNE TO WFBC

During the recent every county survey of wartime listening, radio listeners in the Greenville area were asked, "What station do you listen to most at night?" 93% answered "WFBC".

This same survey also revealed that 77% of daytime listeners in the area were tuned to WFBC.

This report leaves no question as to the predominant popularity of WFBC among radio listeners of South Carolina's richest and most populous market!

# WFBC

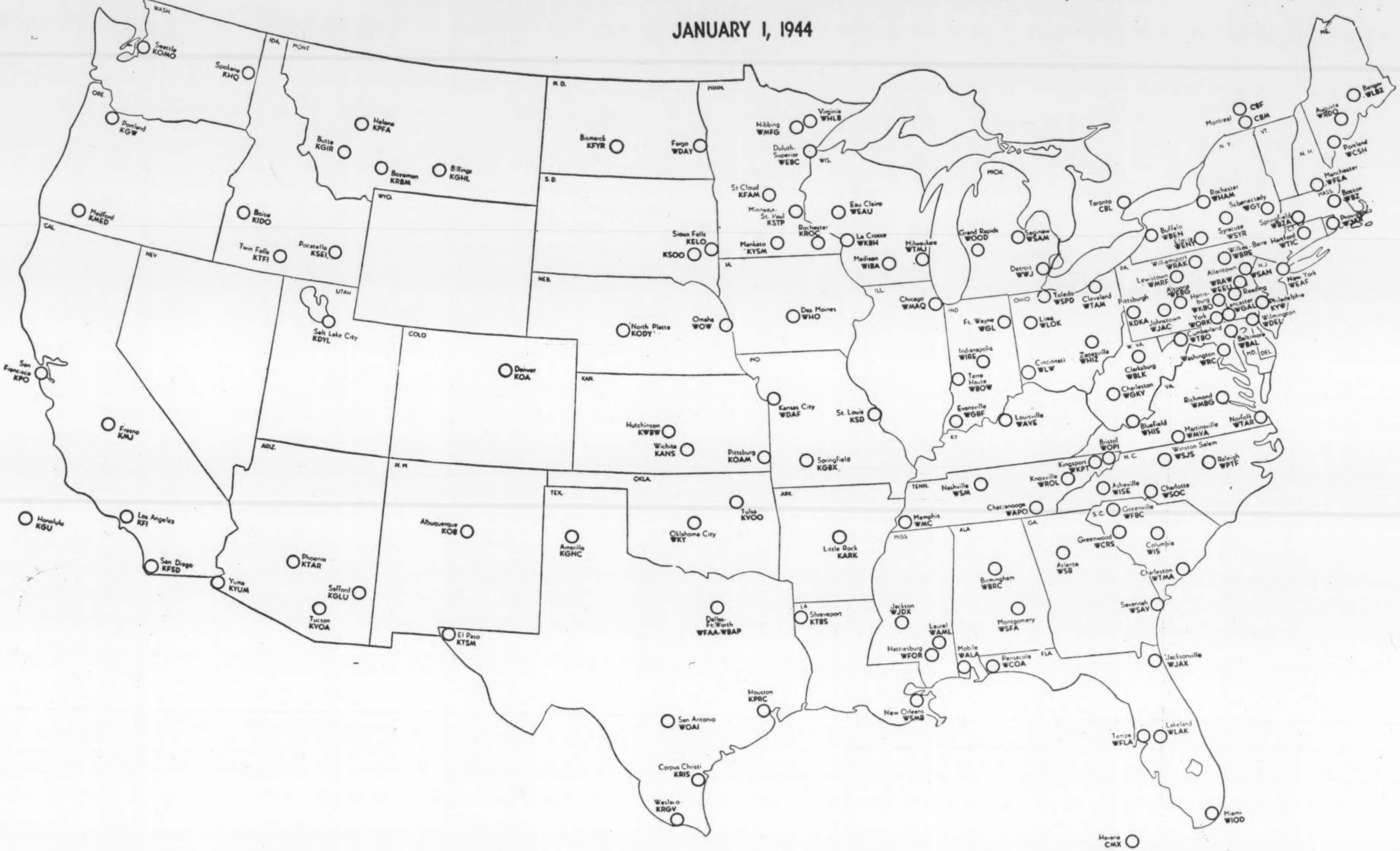
*Weed & Company, National Representatives*

**NBC NETWORK • 5000 WATTS • GREENVILLE, SOUTH CAROLINA**

*Western Carolina's Most Powerful Station*

# NETWORK STATIONS OF THE NATIONAL BROADCASTING COMPANY, INC.

## JANUARY 1, 1944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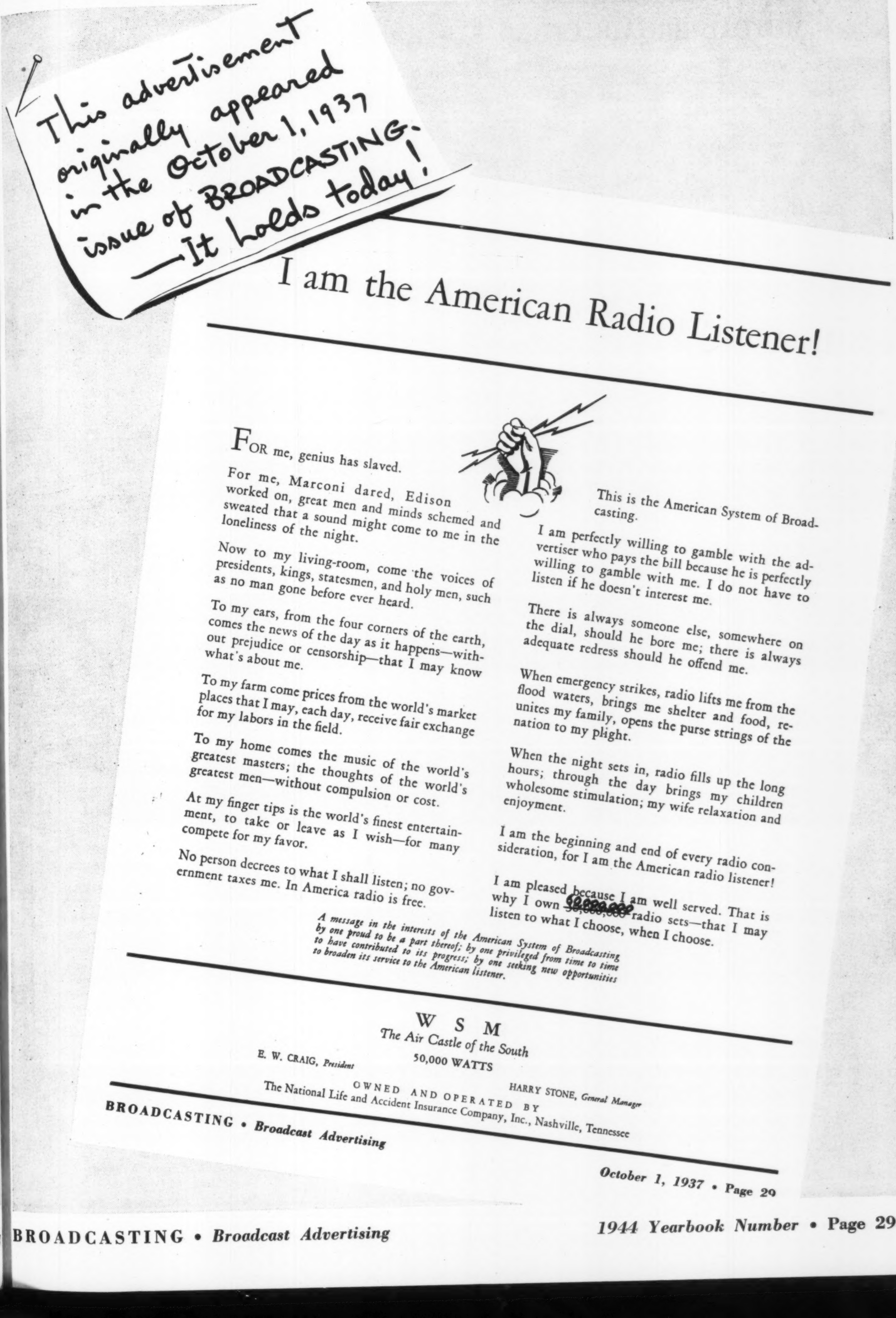
Tulsa KVOO
Oklahoma City WKY
TEX.
Amarillo KGNC
Dallas-Ft. Worth WFAA-WBAP
San Antonio WOAI
Houston KPRC
Corpus Christi KRIS
Weslaco KRGV
MINN.
Hibbing WMFG
Virginia WHLB
Duluth-Superior WEBC
St. Cloud KFAM
Minneap.-St. Paul KSTP
Mankato KYSM
Rochester KROC
IA.
Des Moines WHO
MO.
Kansas City WDAF
St. Louis KSD
Springfield KGBX
ARK.
Little Rock KARK
LA.
Shreveport KTBS
New Orleans WSMB
WIS.
Eau Claire WEAU
La Crosse WKBH
Madison WIBA
Milwaukee WTMJ
ILL.
Chicago WMAQ
MICH.
Grand Rapids WOOD
Saginaw WSAM
Detroit WWJ
IND.
Ft. Wayne WGL
Indianapolis WIRE
Terre Haute WBOW
Evansville WGBF
KY.
Louisville WAVE
OHIO
Toledo WSPD
Cleveland WTAM
Lima WLOK
Zanesville WHIZ
Cincinnati WLW
TENN.
Memphis WMC
Nashville WSM
Chattanooga WAPO
Knoxville WROL
Kingsport WKPT
Bristol WOPI
MISS.
Jackson WJDX
Laurel WAML
Hattiesburg WFOR
ALA.
Birmingham WBRC
Montgomery WSFA
Mobile WALA
FLA.
Pensacola WCOA
Jacksonville WJAX
Tampa WFLA
Lakeland WLAK
Miami WIOD
Havana CMX
GA.
Atlanta WSB
Savannah WSAV
S. C.
Greenville WFBC
Greenwood WCRS
Columbia WIS
Charleston WTMA
N. C.
Asheville WISE
Charlotte WSOC
Winston Salem WSJS
Raleigh WPTF
VA.
Martinsville WMVA
Norfolk WTAR
Richmond WMBG
W. VA.
Bluefield WHIS
Charleston WGKV
Clarksburg WBLK
Washington WRC
Cumberland WTBO
Baltimore WBAL
MD.
DEL.
Wilmington WDEL
PA.
Pittsburgh KDKA
Johnstown WJAC
Altoona WFBG
Lewistown WMRF
Williamsport WRAK
Harrisburg WKBO
York WORK
Lancaster WGAL
Reading WRAW WEEU
Allentown WSAN
Wilkes-Barre WBRE
Philadelphia KYW
N. J.
New York WEAF
N. Y.
Elmira WENY
Buffalo WBEN
Toronto CBL
Rochester WHAM
Syracuse WSYR
Schenectady WGY
Montreal CBF CBM
VT.
CT.
Hartford WTIC
Springfield WBZA
MASS.
Boston WBZ
Providence WJAR
N. H.
Manchester WFEA
Portland WCSH
Augusta WRDO
Bangor WLBZ



This advertisement originally appeared in the October 1, 1937 issue of BROADCASTING. —It holds today!

# I am the American Radio Listener!

FOR me, genius has slaved.

For me, Marconi dared, Edison worked on, great men and minds schemed and sweated that a sound might come to me in the loneliness of the night.

Now to my living-room, come the voices of presidents, kings, statesmen, and holy men, such as no man gone before ever heard.

To my ears, from the four corners of the earth, comes the news of the day as it happens—without prejudice or censorship—that I may know what's about me.

To my farm come prices from the world's market places that I may, each day, receive fair exchange for my labors in the field.

To my home comes the music of the world's greatest masters; the thoughts of the world's greatest men—without compulsion or cost.

At my finger tips is the world's finest entertainment, to take or leave as I wish—for many compete for my favor.

No person decrees to what I shall listen; no government taxes me. In America radio is free.

This is the American System of Broadcasting.

I am perfectly willing to gamble with the advertiser who pays the bill because he is perfectly willing to gamble with me. I do not have to listen if he doesn't interest me.

There is always someone else, somewhere on the dial, should he bore me; there is always adequate redress should he offend me.

When emergency strikes, radio lifts me from the flood waters, brings me shelter and food, reunites my family, opens the purse strings of the nation to my plight.

When the night sets in, radio fills up the long hours; through the day brings my children wholesome stimulation; my wife relaxation and enjoyment.

I am the beginning and end of every radio consideration, for I am the American radio listener!

I am pleased because I am well served. That is why I own [redacted] radio sets—that I may listen to what I choose, when I choose.

*A message in the interests of the American System of Broadcasting by one proud to be a part thereof; by one privileged from time to time to have contributed to its progress; by one seeking new opportunities to broaden its service to the American listener.*

**WSM**
*The Air Castle of the South*
50,000 WATTS

E. W. CRAIG, *President*
HARRY STONE, *General Manager*

OWNED AND OPERATED BY
The National Life and Accident Insurance Company, Inc., Nashville, Tennessee

BROADCASTING • *Broadcast Advertising*

*October 1, 1937* • Page 29

# MUTUAL BROADCASTING SYSTEM: EXECUTIVES and STAFF

**1440 Broadway, New York 18, N. Y.**
Phone: Pennsylvania 6-9600

### OFFICERS OF THE CORPORATION

W. E. Macfarlane, *Chairman of the Executive Committee*
Alfred J. McCosker, New York, *Chairman of the Board*
Miller McClintock, New York, *President*
T. C. Streibert, New York, *Executive Vice-President*
Lewis A. Weiss, Hollywood, *Executive Vice-President*
J. E. Campeau, Detroit, *Vice-President*
E. M. Antrim, Chicago, *Treasurer-Secretary*
Miles E. Lamphiear, *Controller*

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E. M. Antrim, WGN, Chicago
Hope E Barroll, Jr., WFBR, Baltimore
Willet H. Brown, Don Lee, Hollywood
H. K. Carpenter, WHK, Cleveland
Leonard Kapner, WCAE, Pittsburgh
I. R. Lounsberry, WGR, Buffalo
W. E. Macfarlane, WGN, Chicago
Alfred J. McCosker, WOR, New York, *Chairman*
John Shepard 3d, Yankee Network, Boston
T C. Streibert, WOR, New York
Lewis A. Weiss, Don Lee, Hollywood

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H. K. Carpenter, WHK, Cleveland
W. E. Macfarlane, WGN, Chicago
John Shepard 3d, Yankee Network, Boston
T C. Streibert, WOR, New York
Lewis A. Weiss, Don Lee, Hollywood

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George Haggard, Chicago
Emanuel Dannett, New York

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**441 North Michigan Ave., Chicago**
**Phone—Whitehall 5060**

Adolph N. Hult, *Western Sales Manager*
Carroll Marts, *Western Sales Service Manager*

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Richard Connor, *Director of Station Relations*
Allen de Castro, *Director of Commercial Programming*
Roberta Dufton, *Personnel Director*
Lester Gottlieb, *Director of Public Relations and Publicity*
Miller McClintock, *President*
Adolph Opfinger, *Program Director*
Robert Schmid, *Director of Sales Promotion*
Edward W. Wood, *Sales Manager*
Miles E. Lamphier, *General Auditor*

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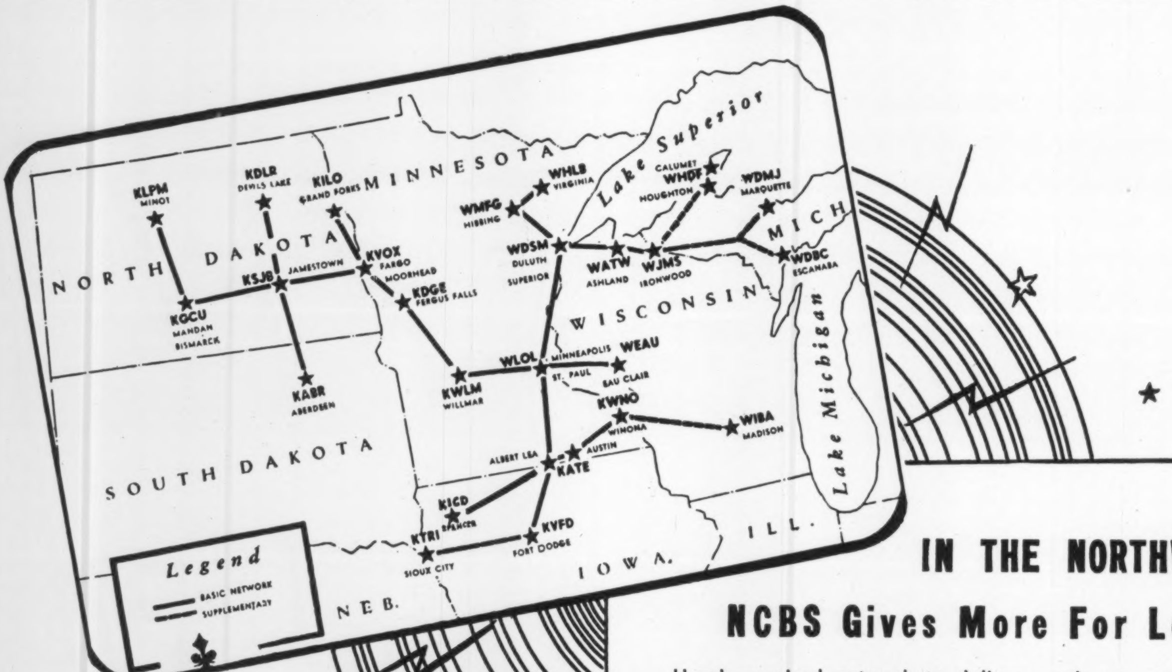
Adolph Opfinger, MBS, *Vice-Chairman*
C M. Hunter, WHK, Cleveland
Julius Seebach, WOR New York
Frank Schreiber, WGN, Chicago
Linus Travers, Yankee Network, Boston
Lewis A Weiss, Don Lee, Hollywood

### MBS FOREIGN CORRESPONDENTS

John Steele, London, England
Arthur Mann, London, England
Leslie Nichols, Cairo, Egypt
Seymour Korman, Naples-Algiers
John Thompson, Cairo, Egypt
James Wellard, Naples-Algiers
William Strand, Naples-Algiers
Stanley Quinn, Sydney, Australia

(**Christian Science Monitor** correspondents on Mutual's **World's Front Page** available where MBS has no representative.)

Ronald Stead, Algiers
Joseph Harrison, Cairo, Egypt
Randall Gould, Chungking, China-New Delhi, India
Gumpher Stein, Chungking, China-New Delhi, India
Gordon Walker, Honolulu, Hawaii
John Beaufort, Honolulu, Hawaii
Mallory Browne, London, England
Emlyn Williams, London, England
Peter Lynne, London, England
Harold Hobson, London, England
Edmund Stevens, Moscow, Russia
John Evans, Moscow, Russia
Morris McDougall, Ottawa, Canada
Roland Hall Sharp, Rio de Janeiro, Brazil
Ole Joedal, Stockholm, Sweden
Walter Lucas, Sydney, Australia


MINNESOTA
NORTH DAKOTA
SOUTH DAKOTA
WISCONSIN
MICH
IOWA
ILL.
NEB.
Lake Superior
Lake Michigan
KLPM MINOT
KDLR DEVILS LAKE
KILO GRAND FORKS
KSJB JAMESTOWN
KVOX FARGO MOORHEAD
KGCU MANDAN BISMARCK
KDGE FERGUS FALLS
KABR ABERDEEN
KWLM WILLMAR
WLOL MINNEAPOLIS ST. PAUL
WEAU EAU CLAIR
KWNO WINONA
WIBA MADISON
ALBERT LEA
AUSTIN
KATE
KICD SPENCER
KVFD FORT DODGE
KTRI SIOUX CITY
WMFG HIBBING
WHLB VIRGINIA
WDSM DULUTH SUPERIOR
WATW ASHLAND
WJMS IRONWOOD
CALUMET
WHDF HOUGHTON
WDMJ MARQUETTE
WDBC ESCANABA
Legend
BASIC NETWORK
SUPPLEMENTARY

## IN THE NORTHWEST

## NCBS Gives More For Less

Here's a wired network to deliver maximum coverage of a two billion dollar area at less cost. For instance, seven NCBS stations carried a daytime program that pulled more than 75,000 letters (each containing a boxtop) at a cost of less than one cent per letter. These stations are available in **any** combination to fit your particular needs, and NCBS will back your campaign with a strong merchandising service which includes guaranteed displays of your product in over 1000 retail stores as well as other jobber and retailer cooperation.

# NORTH CENTRAL BROADCASTING SYSTEM, INC.

JOHN W. BOLER, President

New York
8 East 41st Street
LExington 2-6892

St. Paul, Minnesota
1st Nat'l Bank Bldg.

Chicago, Illinois
360 North Michigan Avenue
State 4214

WIDE WORLD

# DOUBLE EXPOSURE in TEXAS...

At a glance these two pictures look identical. But they're not. One represents your audience in Dallas, the other your audience in Fort Worth. True, these two large cities (respectively, the 2nd and 4th largest in Texas) are a mere 28 miles apart. But it might as well be 2,800 miles, so different are their listening and buying habits.

To cover both these rich markets in spot broadcasting you need a double exposure, a combination of two powerful 5000 watt stations, WRR, Dallas and KFJZ, Forth Worth. Expensive? To the contrary! You can use *both* these stations for the *price of one* and receive the added dividend of paying but one talent cost. A real two-for-one bargain for smart buyers.

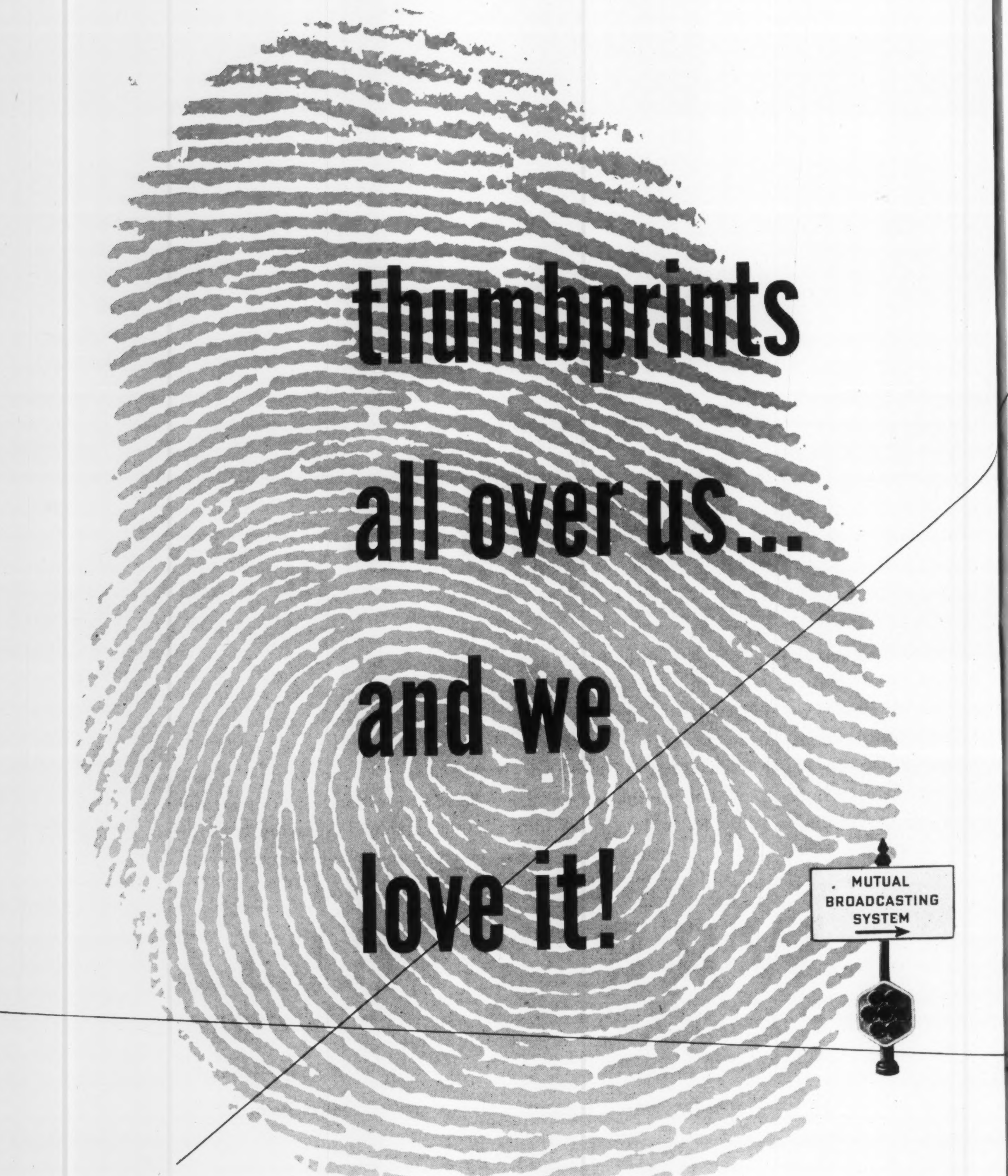
| WRR | KFJZ |
|---|---|
| DALLAS | FT. WORTH |
| 5000 WATTS—1310 KC | 5000 WATTS—1270 KC |

***Affiliated with the Mutual Broadcasting System and the Texas State Network.***

NATIONAL REPRESENTATIVES

## WEED AND COMPANY

NEW YORK • SAN FRANCISCO • BOSTON
CHICAGO • HOLLYWOOD • DETROIT


thumbprints
all over us...
and we
love it!
MUTUAL BROADCASTING SYSTEM

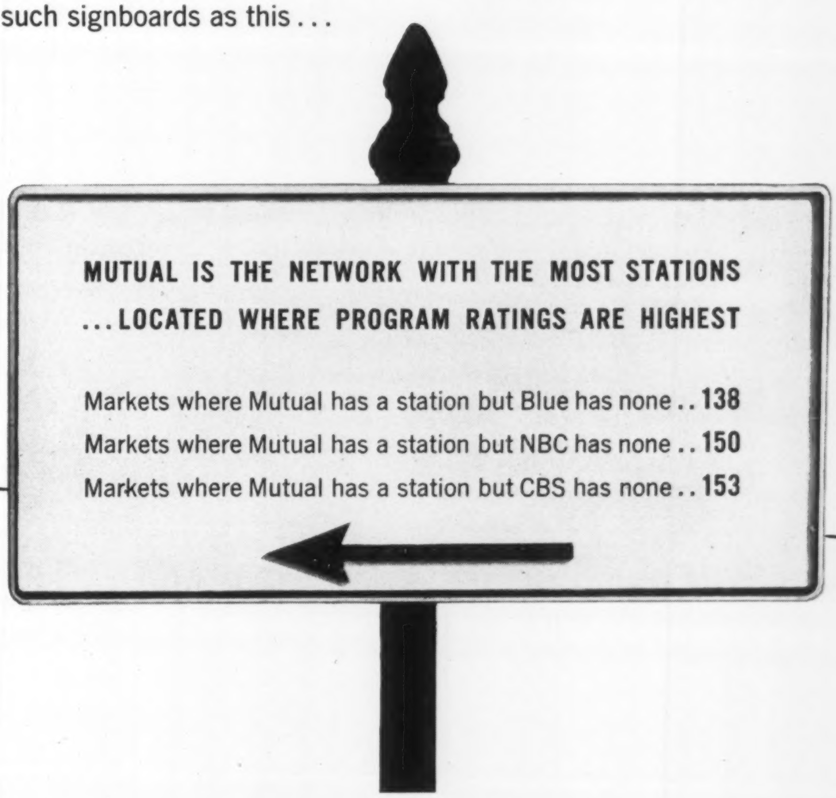
Radio research has lately set up a lot of new signposts, and lot of people have been thoughtfully thumbing the fresh paint on them. Some were erected by advertisers, some by agencies, some by networks — but they all stem from findings like these . . .

1. Just about the surest way to deliver a message in any market is to use a radio station located within that market . . .

2. Network programs enjoy much higher ratings in markets where there are fewer competing stations.

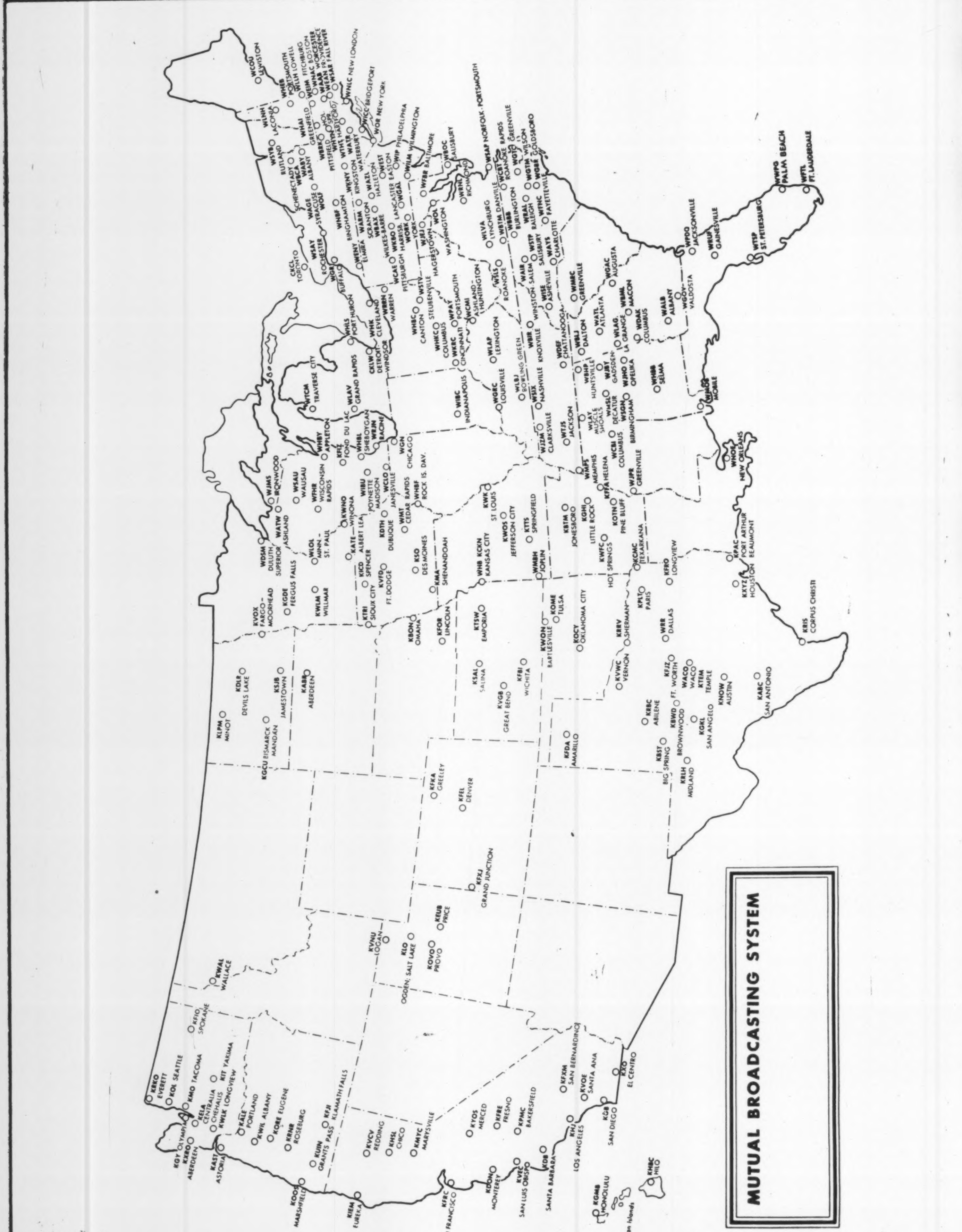
Since all these varied signposts converge unmistakably on our house, and since they've already led many advertisers to leave inquisitive thumbprints around here, we've bundled the works into a tidy little volume called "Fresh Paint", on which the ink is now drying.

When you get your copy, please apply your own thumbprint to such signboards as this . . .



**MUTUAL IS THE NETWORK WITH THE MOST STATIONS**
**. . . LOCATED WHERE PROGRAM RATINGS ARE HIGHEST**

| | |
|---|---|
| Markets where Mutual has a station but Blue has none . . | **138** |
| Markets where Mutual has a station but NBC has none . . | **150** |
| Markets where Mutual has a station but CBS has none . . | **153** |



MUTUAL BROADCASTING SYSTEM

KRKO EVERETT
KOL SEATTLE
KMO TACOMA
KIT YAKIMA
KELA CENTRALIA CHEHALIS
KGY OLYMPIA
KXRO ABERDEEN
KWLK LONGVIEW
KAST ASTORIA
KALE PORTLAND
KWIL ALBANY
KORE EUGENE
KRNR ROSEBURG
KOOS MARSHFIELD
KUIN GRANTS PASS
KFJI KLAMATH FALLS
KFIO SPOKANE
KWAL WALLACE
KIEM EUREKA
KVCV REDDING
KHSL CHICO
KMYC MARYSVILLE
KFRC SAN FRANCISCO
KDON MONTEREY
KYOS MERCED
KFRE FRESNO
KPMC BAKERSFIELD
KVEC SAN LUIS OBISPO
KDB SANTA BARBARA
KHJ LOS ANGELES
KFXM SAN BERNARDINO
KVOE SANTA ANA
KGB SAN DIEGO
KXO EL CENTRO
KGMB HONOLULU
KHBC HILO
Hawaiian Islands
KVNU LOGAN
KLO OGDEN; SALT LAKE
KOVO PROVO
KEUB PRICE
KFXJ GRAND JUNCTION
KFKA GREELEY
KFEL DENVER
KLPM MINOT
KDLR DEVILS LAKE
KGCU BISMARCK MANDAN
KSJB JAMESTOWN
KABR ABERDEEN
KVOX FARGO-MOORHEAD
KGDE FERGUS FALLS
KWLM WILLMAR
KTRI SIOUX CITY
KBON OMAHA
KFOR LINCOLN
KTSW EMPORIA
KSAL SALINA
KVGB GREAT BEND
KFBI WICHITA
KFDA AMARILLO
KWON BARTLESVILLE
KOME TULSA
KOCY OKLAHOMA CITY
KVWC VERNON
KRRV SHERMAN
KPLT PARIS
WRR DALLAS
KFJZ FT. WORTH
WACO WACO
KTEM TEMPLE
KRBC ABILENE
KBWD BROWNWOOD
KGKL SAN ANGELO
KBST BIG SPRING
KRLH MIDLAND
KNOW AUSTIN
KABC SAN ANTONIO
KRIS CORPUS CHRISTI
KXYZ HOUSTON
KFDM BEAUMONT
KPAC PORT ARTHUR
KFRO LONGVIEW
KCMC TEXARKANA
KWFC HOT SPRINGS
KOTN PINE BLUFF
KGHI LITTLE ROCK
KSTM JONESBORO
KFFA HELENA
WMBH JOPLIN
KWOS JEFFERSON CITY
KTTS SPRINGFIELD
KWK ST LOUIS
WHB KCKN KANSAS CITY
KMA SHENANDOAH
KSO DES MOINES
KVFD FT. DODGE
KICD SPENCER
KATE ALBERT LEA
KDTH DUBUQUE
WMT CEDAR RAPIDS
WHBF ROCK IS. DAV.
WDSM DULUTH SUPERIOR
WATW ASHLAND
WJMS IRONWOOD
WSAU WAUSAU
WFHR WISCONSIN RAPIDS
WLOL MINN.-ST. PAUL
KWNO WINONA
WIBU POYNETTE MADISON
WCLO JANESVILLE
WHBY APPLETON
KFIZ FOND DU LAC
WHBL SHEBOYGAN
WRJN RACINE
WGN CHICAGO
WTCM TRAVERSE CITY
WLAV GRAND RAPIDS
WIBC INDIANAPOLIS
WGRC LOUISVILLE
WLAP LEXINGTON
WLBJ BOWLING GREEN
WSIX NASHVILLE
WJZM CLARKSVILLE
WTJS JACKSON
WMPS MEMPHIS
WJPR GREENVILLE
WCBI COLUMBUS
WLAY MUSCLE SHOALS
WMSL DECATUR
WBHP HUNTSVILLE
WSGN BIRMINGHAM
WJBY GADSDEN
WJHO OPELIKA
WHBB SELMA
WMOB MOBILE
WNOE NEW ORLEANS
WDEF CHATTANOOGA
WBLJ DALTON
WROL KNOXVILLE
WATL ATLANTA
WLAG LA GRANGE
WDAK COLUMBUS
WBML MACON
WALB ALBANY
WGOV VALDOSTA
WGAC AUGUSTA
WMRC GREENVILLE
WISE ASHEVILLE
WAYS CHARLOTTE
WAIR WINSTON SALEM
WSTP SALISBURY
WLVA LYNCHBURG
WBTM DANVILLE
WBBB BURLINGTON
WRAL RALEIGH
WFNC FAYETTEVILLE
WGTM WILSON
WGBR GOLDSBORO
WCBT ROANOKE RAPIDS
WSAP NORFOLK-PORTSMOUTH
WOTC GREENVILLE
WRNL RICHMOND
WSLS ROANOKE
WCMI ASHLAND-HUNTINGTON
WPAY PORTSMOUTH
WKRC CINCINNATI
WHKC COLUMBUS
WHBC CANTON
WSTV STEUBENVILLE
WCAE PITTSBURGH
WRRN WARREN
WHK CLEVELAND
CKLW DETROIT-WINDSOR
WHLS PORT HURON
WGR BUFFALO
CKCL TORONTO
WSAY ROCHESTER
WAGE SYRACUSE
WOLF
WENY ELMIRA
WNBF BINGHAMTON
WARM SCRANTON
WBAX WILKES-BARRE
WAZL HAZLETON
WEST EASTON
WGAL LANCASTER
WKBO HARRISBURG
WORK YORK
WJEJ HAGERSTOWN
WOL WASHINGTON
WFBR BALTIMORE
WBOC SALISBURY
WILM WILMINGTON
WIP PHILADELPHIA
WENY KINGSTON
WATR WATERBURY
WTHT HARTFORD
WOR NEW YORK
WICC BRIDGEPORT
WNLC NEW LONDON
WBRK PITTSFIELD
WSPR SPRINGFIELD
WABY ALBANY
WGY SCHENECTADY
WSYB RUTLAND
WHAI GREENFIELD
WEIM FITCHBURG
WLLH LOWELL
WNAC BOSTON
WAAB WORCESTER
WEAN PROVIDENCE
WSAR FALL RIVER
WHEB PORTSMOUTH
WLNH LACONIA
WCOU LEWISTON
WPDQ JACKSONVILLE
WRUF GAINESVILLE
WTSP ST. PETERSBURG
WWPG PALM BEACH
WFTL FT. LAUDERDALE

WASHINGTON, D. C.
IS TODAY'S
MOST
POWERFUL

# Ad-Testing City!

Washington has opened its arms to squeeze in over 1,300,000 consumers. Washington is "home" to them today . . . for the duration. Washington is where they buy . . . where they are influenced by what they see, read and hear. But someday they'll go home . . . and if you've concentrated on Washington you've done more than measure the pull of your new national campaign . . . you've created buying habits that will travel to the corner store of every town in America.

IF YOU WANT TO TELL
ALL AMERICA TOMORROW
. . . TELL IT TODAY ON

# WOL

WASHINGTON, D.C.
**Represented by Spot Sales, Inc.**
**New York, Chicago, San Francisco**

WASHINGTON'S ONLY 24-HOUR STATION

---

**q.** Who is America's "Most Listened to" News Reporter? The man who is heard all over America from Maine to California. The man who is quoted more than any other news reporter.

**q.** What News Reporter Has Won More Awards Than Any Other News Reporter?

. . . including the coveted DuPont Radio Commentator Award for outstanding reporting of the news.

**q.** What News Reporter Has More Current Sponsors Than All The Others Combined?

. . . he is currently sponsored on over 168 stations by more than 130 satisfied sponsors, selling every type of merchandise.

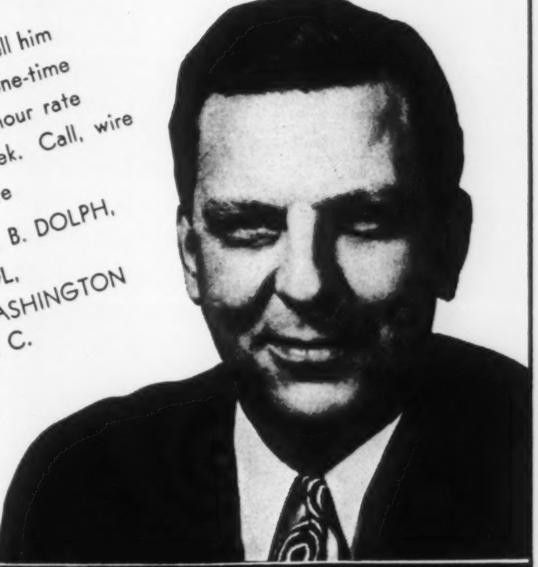
★ Also Available on 32 Additional Mutual Stations.

# ans. . .

# Fulton Lewis, jr.

You can sell him
at your one-time
quarter-hour rate
per week. Call, wire
or write

WM. B. DOLPH,
WOL,
WASHINGTON
D. C.



**ORIGINATING FROM WOL WASHINGTON, D. C.**
*Affiliated with the* **MUTUAL BROADCASTING SYSTEM**

# COLUMBIA BROADCASTING SYSTEM, Inc.: EXECUTIVES and STAFF

485 Madison Ave., New York 22, N. Y.
Telephone: Wickersham 2-2000

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Ralph F. Colin
J. A. W. Iglehart
Paul W. Kesten
Isaac D. Levy
Leon Levy
Samuel Paley
William S. Paley
Dorsey Richardson
Mefford R. Runyon
Herbert Bayard Swope

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| | | | |
|---|---|---|---|
| WABC | New York, N. Y. | WTOP | Washington, D. C. |
| WBBM | Chicago, Ill. | KMOX | St. Louis, Mo. |
| WBT | Charlotte, N. C. | KNX | Los Angeles, Cal. |
| WCCO | Mnpls.-St. Paul | WEEI | Boston, Mass. |

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Frank Stanton, *Vice-President*
Frank K. White, *Vice-President and Treasurer*
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H. Leslie Atlass, *Vice-President, Chicago*
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James M. Seward, *Assistant Secretary*
Arthur S. Padgett, *General Auditor*

* * *

William E. Forbes, *Executive Assistant*

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William J. Flynn, *Assistant Comptroller*
L. C. Merrick, *Assistant Comptroller*
Sophie Hinze, *Cashier*

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Arthur S. Padgett, *General Auditor*
Norman duFrane, *Assistant General Auditor*

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C. R. Jacobs, *Assistant Director and Manager of Construction*
John R. Carey, *Manager of Building Service Operations*
James R. Stevens, *Manager of Theatre Operations*
Walter Weiler, *Manager of Internal Security*
Roland Young, *Assistant Manager of Construction*

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Donald I. Ball, *Assistant Editor*
Arthur Jersild, *Consultant on Children's Programs*
W. Clark Harrington, *Assistant Manager of Copyright*

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William B. Lodge, *General Engineering Supervisor*

### Legal Department

Julius Brauner, *General Attorney*
Howard L. Hausman, *Attorney*

### Mail, File and Mimeograph Department

Albert H. Bryant, *Manager*

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Leonard Erikson, *Network Sales Manager*
William J. Fagan, *Administrative Manager*
Allyn Jay Marsh, *Assistant Sales Manager*
John J. Karol, *Ass't Sales Manager and Market Research Counsel*
Charles E. Midgley Jr., *Sales Service Manager*
Chicago Office Network Sales—410 No. Michigan Ave.,
W. Donald Roberts, *Western Manager*
Detroit Office Network Sales—Fisher Building,
Arthur J. Kemp, *Manager*

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Francis C. Barton Jr., *Personnel Manager*
Bennett W. Lowry, *Employment Manager*

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Douglas Coulter, *Vice President in Charge of Programs*
Davidson Taylor, *Assistant Director of Broadcasts*
William Fineshriber, *Acting Assistant Director of Broadcasts*
R. S. Langham, *Co-ordinator of Broadcasts*
James M. Seward, *Director of Operations*
I. S. Becker, *Ass't Director of Operations*
R. R. Ray, *Ass't to Director of Operations*

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Winifred Law, *Casting Director*

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Leon Levine, *Assistant Director of Educational Programs*

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William H. Brennan, *Assistant Director in Charge of Serious Music*
Wendell Adams, *In Charge of Light Music*
Lucile Singleton, *In Charge of Vocalists, Auditions and Record Library*

### Music Library

Julius Mattfeld, *Director*

### Network Operations

Horace Guillotte, *Manager*

### News and Public Affairs Division

Paul W. White, *Director of Public Affairs and News Broadcasts*
Everett Holles, *Assistant Director of News Broadcasts*
Henry Wefing, *Night News Editor*
J. W. Gerber, *Supervisor of Shortwave Listening*
William J. Slocum Jr., *Director of Special Events*
Helen Sioussat, *Director of Talks*

### News Analysts

| New York, N. Y. | Washington, D. C. |
|---|---|
| William L. Shirer | Bill Henry |
| Quincy Howe | Bill Costello |
| Bob Trout | Robert Lewis |
| Major George Fielding Eliot | Albert Leitch |
| Everett Holles | Robert Evans |
| | Joseph Harsch |
| | Don Pryor |

### Program Writing Division

Robert J. Landry, *Director of Program Writing*
Albert R. Perkins, *Manager of Writing Staff*

### Program Typing Division

Harriet Hess, *Supervisor of Program Typing*

### Sound Effects Division

Walter R. Pierson, *Manager of Sound Effects Division*
Max Uhlig, *Assistant Manager*

### Press Information

George Crandall, *Director of Press Information*
Arthur Perles, *Assistant Director*
James Kane, *Assistant to the Director*
Walter Seigal, *Manager of Photographic Division*
Anne Harding, *Manager Service Division*
Joan Lane, *Trade News Editor*

### Purchasing Department

John E. Forsander, *Purchasing Agent*

### Radio Sales, Representation of Columbia Owned Stations

J. Kelly Smith, *General Manager, Chicago*
Howard S. Meighan, *Manager of Eastern Division, New York*
Roger K. Huston, *Manager of Central Division, Chicago*
Ole G. Morby, *Representative, San Francisco*
Royal E. Penny, *Representative, Charlotte*
Carter Ringlep, *Representative, St. Louis*
Meredith Pratt, *Representative, Los Angeles*

### Research Department

John K. Churchill, *Director of Research*
Oscar Katz, *Assistant Director of Research*

### Reference Department

William C. Ackerman, *Director of CBS Reference Department*
Stanford Mirkin, *Manager of Program Research Division*
Agnes Law, *Librarian*

### Sales Promotion and Advertising Department

Paul M. Hollister, *Vice-President in Charge of Advertising and Sales Promotion*
John Fox, *Manager of Production*
Thomas D. Connolly, *Manager of Station Promotion and Merchandising*
Louis Hausman, *Manager of Presentation Division*
Harry O'Brien, *Art Director*
Dick Dorrance, *Director of Promotion Service for CBS Owned Stations*

### Shortwave Broadcasting and Latin American Affairs

Edmund Chester, *Director of Broadcasting to Foreign Countries*
John Hundley, *Acting Director of Shortwave Programs*
Lawrence Haas, *Director of Shortwave News Division*
Terig Tucci—*Music Director and Arranger*
Roberto Unanue, *Assistant Director of Latin American Relations*
Margaret Kennedy, *Director of Press Information for Latin American Network*

### Station Relations Department

H. V. Akerberg, *Vice-President in Charge of Station Relations*
Howard Lane, *Director of Station Relations*
J. G. Gude, *Ass't Director of Station Relations*
William A. Schudt Jr., *Eastern Division Manager*
Los Angeles Office Station Relations—Columbia Square,
Edwin Buckalew, *Western Division Manager*

### Television Department

Gilbert Seldes, *Director of Television Programs*
Dr. Peter Goldmark, *Chief Television Engineer*
Worthington Miner, *Manager of Television*

### Technical Operations Department

Henry Grossman, *Network Operations Engineer*
R. G. Thompson, *Eastern Division Operations Engineer*

### Traffic Department

Hugh A. Cowham, *Commercial Engineer in Charge of Traffic*
A. H. Peterson, *Traffic Manager*

## NEW YORK CITY

### WABC and WABC-FM, 485 Madison Ave.

Arthur Hull Hayes, *General Manager*
George W. Allen, *Program Director*
John Field Jr., *Sales Manager*
Henry Grossman, *Chief Engineer of WABC*
Jules Dundes, *Sales Promotion Manager*
J. E. Doyle, *Manager of Press Information*

## BOSTON, MASS.

### WEEI, 182 Tremont St.

Harold E. Fellows, *General Manager*
Kingsley Horton, *Assistant Manager-Director of Programs and Sales*
Walter Stiles Jr., *Director of Engineering, Sound and Transcriptions*
John J. Murray, *Manager of Accounting, Personnel and Purchasing*
Raymond G. Girardin, *Production Manager and Assistant Program Director*
Marie Houlahan, *Director of Press Information*
Guy C. Cunningham, *Director of Sales Promotion*

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### WBT, Wilder Building

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Royal E. Penny, *Sales Manager and Radio Sales Representati*
Charles H. Crutchfield, *Program Director*
William M. Parker, *Director of Sales Promotion, Press Information and Merchandising*
John S. Knell, *News Editor and Supervisor of Special Even*
Edward J. DeGray, *Supervisor of Accounting and Personnel*

## CHICAGO, ILL.

### WBBM and WBBM-FM, 410 No. Michigan Ave.

H. Leslie Atlass, *Vice-President in Charge of Central Divisi and General Manager of WBBM*
J. L. Van Volkenburg, *Assistant General Manager*
Walter Preston, *Program Director*
Urban Johnson, *Chief Sound Technician*
J. J. Beloungy, *Central Division Operations Engineer and Chi Engineer of WBBM*
J. V. McLoughlin, *Accountant, Office and Personnel Manage*
James Crusinberry, *News Editor*
King Park, *Sales Promotion Manager*
Orville J. Neuwerth, *Assistant Program Director*
Val W. Sherman, *Assistant Program Director in Charge o Program Operations*
Shepard Chartoc, *Director of Press Information, Public Even and Education*

## MINNEAPOLIS, MINN.

### WCCO, 625 Second Ave., South

Austin E. Joscelyn, *General Manager*
Alvin Sheehan, *Assistant General Manager*
H. S. McCartney, *Chief Engineer*
Mary Doherty, *Accountant*
Sam H. Kaufman, *Director of Press Information and Manage of Sales Promotion*

## PACIFIC COAST

### Los Angeles Office—KNX, Columbia Square

D. W. Thornburgh, *Vice-President in Charge of Wester Division and General Manager of KNX*
Harry W. Witt, *Assistant General Manager*
Charles D. Ryder Jr., *Manager of Accounting, Personnel an Purchasing*
Lester Bowman, *Western Division Operations Engineer and Chief Engineer of KNX*
Clinton Jones, *News Editor*
Hal Hudson, *Western Program Director*
Lloyd Brownfield, *Director of Press Information*
Ralph W. Taylor, *Manager of Sales Promotion*
Glanville T. Heisch, *Assistant Program Director*
Fox Case, *Director of Special Features and Public Events*
J. Archie Morton, *Sales Manager*
Ben Paley, *Production Manager*
Charles E. Morin, *Eastern Sales Manager for Pacific Coa Network and KNX*
George L. Moskovics, *Sales Manager, Pacific Network*

### San Francisco Office—Palace Hotel

Wayne Steffner, *Manager*

## ST. LOUIS, MO.

### KMOX, 401 South Twelfth Blvd.

Merle S. Jones, *General Manager*
Arthur Casey, *Assistant*
Wendell B. Campbell 2nd, *National Sales Manager an Assistant Station Manager*
Harry Harvey, *Chief Engineer*
Jerry Hoekstra, *Manager of Public Events and Special Featur*
Robert F. DeVoe, *Supervisor of Accounting, Personnel an Office*
William Zalken, *Dirertor of Press Information*
Blaine Cornwell, *Program Director*
David Mars, *Director of Sales Promotion and Advertising*
C. G. Renier, *Director of Program Sales*

## WASHINGTON, D. C.

### WTOP, Earle Building

Earl H. Gammons, *Director of Washington Office*
Kenneth L. Yourd, *Assitant Director of Washington Office*
Carl Burkland, *General Manager of WTOP*
William D. Murdock, *Assistant General Manager*
Martin D. Wickett, *Program Director*
Clyde Hunt, *Chief Engineer*
Harry R. Crow, *Supervisor of Accounting, Personnel an Purchasing*
Robert S. Wood, *Director of Public Events and Special Featur*
Howard Stanley, *Director of Press Information and Sal Promotion*

## FOREIGN STAFF

Edward R. Murrow, *Chief of European Staff, London, Englan*
Charles Collingwood, *London, England*
Larry Lesueur, *London, England*
Paul Manning, *London, England*
George Moorad, *London, England*
Winston Burdett, *Algiers, Africa*
John Daly, *Algiers, Africa*
Farnsworth Fowle, *Italy*
Howard K. Smith, *Berne, Switzerland*
Bill Downs, *Cairo, Egypt*
Glenn Stadler, *Madrid, Spain*
Bernard Valery, *Stockholm, Sweden*
Eric Sevareid, *Far East*
James Fleming, *Moscow, Russia*
William J. Dunn, *Australia*
Webley Edwards, *Honolulu, Hawaii*
John Adams, *Rio de Janeiro, Brazil*
Charles Griffin, *Santiago, Chile*
Hugh I. Jencks, *Buenos Aires, Argentina*
Dan Lundberg, *Mexico*
Jack Fendell, *Panama Canal Zone*
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Serving 2,000,000* people in the

# SAN FRANCISCO OAKLAND

**Lucrative WAR MARKET**

*not including Army and Navy personnel

# KQW

*the Columbia Station*

**740**

## ON THE DIAL

**San Francisco Studios • Palace Hotel**

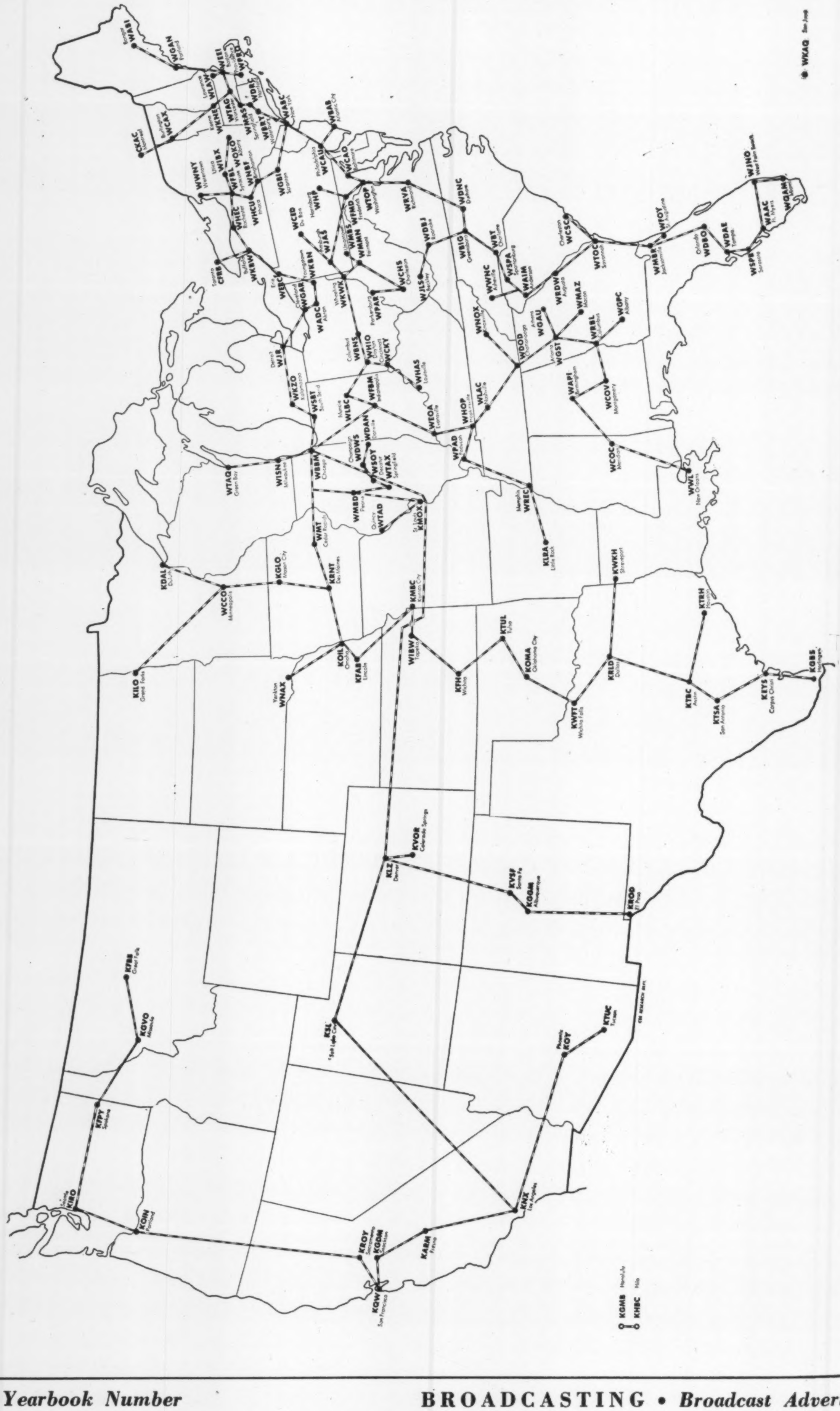
**Nationally Represented by**

**EDWARD PETRY & CO., INC.**

PACIFIC AGRICULTURAL FOUNDATION LTD., SAN JOSE, CALIFORNIA

# THE COLUMBIA BROADCASTING SYSTEM

Network facilities as of February 15, 1944


WABI Bangor
WGAN Portland
WEEI Boston
WLAW Lawrence
WCAX Burlington
CKAC Montreal
WPRO Providence
WDRC Hartford
WABC New York
WCAU Philadelphia
WCAO Baltimore
WTOP Washington
WRVA Richmond
WDNC Durham
WDBJ Roanoke
WBIG Greensboro
WBT Charlotte
WSPA Spartanburg
WAIM Anderson
WCSC Charleston
WTOC Savannah
WMBR Jacksonville
WDBO Orlando
WDAE Tampa
WJNO West Palm Beach
WQAM Miami
WKAQ San Juan
WWNY Watertown
WIBX Utica
WOKO Albany
WFBL Syracuse
WHEC Rochester
WNBF Binghamton
WKBW Buffalo
CFRB Toronto
WGBI Scranton
WHP Harrisburg
WCED Du Bois
WJAS Pittsburgh
WMMN Fairmont
WCHS Charleston
WPAR Parkersburg
WCKY Cincinnati
WHAS Louisville
WHIO Dayton
WBNS Columbus
WKBN Youngstown
WGAR Cleveland
WADC Akron
WERC Erie
WJR Detroit
WKZO Kalamazoo
WSBT South Bend
WBBM Chicago
WISN Milwaukee
WTAQ Green Bay
WFBM Indianapolis
WLBC Muncie
WDAN Danville
WDWS Champaign
WSOY Decatur
WTAX Springfield
WMBD Peoria
WTAD Quincy
KMOX St. Louis
WMT Cedar Rapids
KRNT Des Moines
KGLO Mason City
WCCO Minneapolis
KDAL Duluth
KOIL Omaha
KFAB Lincoln
WNAX Yankton
KILO Grand Forks
KMBC Kansas City
WIBW Topeka
KFH Wichita
KTUL Tulsa
KOMA Oklahoma City
KWFT Wichita Falls
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KTBC Austin
KTSA San Antonio
KEYS Corpus Christi
KGBS Harlingen
KTRH Houston
KWKH Shreveport
KLRA Little Rock
WREC Memphis
WPAD Paducah
WHOP Hopkinsville
WEOA Evansville
WLAC Nashville
WDOD Chattanooga
WNOX Knoxville
WWNC Asheville
WGST Atlanta
WGAU Athens
WMAZ Macon
WRDW Augusta
WGPC Albany
WRBL Columbus
WAPI Birmingham
WCOV Montgomery
WCOC Meridian
WWL New Orleans
KROD El Paso
KGGM Albuquerque
KVSF Santa Fe
KLZ Denver
KVOR Colorado Springs
KSL Salt Lake City
KOY Phoenix
KTUC Tucson
KNX Los Angeles
KARM Fresno
KROY Sacramento
KGDM Stockton
KQW San Francisco
KOIN Portland
KIRO Seattle
KFPY Spokane
KGVO Missoula
KFBB Great Falls
KGMB Honolulu
KHBC Hilo
CBS RESEARCH DEPT.

# IN MILWAUKEE IT'S *Basically Sound* TO USE

# WISN

*Basically Sound* . . . Because WISN has achieved the ideal 1-1-1 distribution of commercial programs:

| | |
|---|---|
| **Local Programs** | 33.9% |
| **National Programs** | 32.9% |
| **Columbia Network Programs** | 33.2% |

*Basically Sound* . . . Because each year WISN has shown an increase in business and each year this increase has been greater:

| | |
|---|---|
| **1941 Increase Over 1940** | 5% |
| **1942 Increase Over 1941** | 20% |
| **1943 Increase Over 1942** | 39% |
| **1943 Increase Over 1940** | 73% |

*Basically Sound* . . . Because in 1943 each quarter's business on WISN has shown an increase. Even the "dog day months" of July, August and September, proved that there is no summer slump on WISN:

| 1943 | % of Year's Total |
|---|---|
| **First Quarter** | 19.2% |
| **Second Quarter** | 24.7% |
| **Third Quarter** | 25.8% |
| **Fourth Quarter** | 30.3% |

*All of which means* . . . If you want results in Milwaukee, you can get them where more and more advertisers are getting them every year . . . on WISN, the station with the listener preference.

## THE SHOW IS GOOD WHERE THE WAITING LINE IS LONG!

When you see a long queue in front of a theater, you know the show is good. All over Milwaukee you'll find long queues . . . going into war plants (Industrial employment is up 69.3% since 1940) . . . going into stores to spend their earnings (Industrial pay rolls are up 172.8% since 1940) . . . riding buses and streetcars (population is up 63,000 since 1940 even with more than 50,000 men in service) . . . tuning in WISN (the figures show the tremendously increased business on this result-producing radio station.)

**5000 WATTS DAY & NIGHT** **WISN** **MILWAUKEE, WISCONSIN**

*A Columbia Network Station*

THE KATZ AGENCY, INC.—NATIONAL REPRESENTATIVES

# BLUE NETWORK COMPANY INC.: EXECUTIVES and STAFF

**RCA Bldg., 30 Rockefeller Plaza, New York 20, N. Y.**
Telephone: Circle 7-5700

### BOARD OF DIRECTORS

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Mark Woods
Edgar Kobak
Harold V. Hough
Roy E. Larsen
Earl E. Anderson
C. Nicholas Priaulx
Franklin S. Wood
Chester J. LaRoche

### OFFICERS

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Edgar Kobak, *Executive Vice President*
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Phillips Carlin, *Vice President*
Don E. Gilman, *Vice President*
Keith Kiggins, *Vice President*
C. Nicholas Priaulx, *Vice President*
C. E. Rynd, *Treasurer and Assistant Secretary*
Robert D. Swezey, *Secretary*
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Alexander D. Nicol, *Controller*

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Gertrude Hoffman, *Assistant Editor*

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Alexander D. Nicol, *Controller*

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#### Information Department

George Olenslager, *Manager*

#### Legal Department

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Geraldine B. Zorbaugh, *Attorney*

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D. B. Van Houten, *Office Manager and Personnel Manager*

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Stuart Buchanan, *Script Editor*
Raymond Diaz, *Supervisor of Announcers*
Stanley Florsheim, *Manager Cooperative Program Division*
Helen Guy, *Business Manager*
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G. W. Johnstone, *Director of News and Special Features*
Raymond Knight, *Production Manager*
Harrison B. Summers, *Director of Public Service*
Melvin P. Wamboldt, *Commercial Program Supervisor*
Paul Whiteman, *Director of Music*

#### Sales Promotion Department

B. J. Hauser, *Sales Promotion Manager*

#### Publicity Department

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Arthur B. Donegan, *Assistant Publicity Manager*
Judith Cortada, *Trade News Editor*

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Duncan R. Buckham, *Eastern Sales Manager*
Robert Saudek, *Assistant Eastern Sales Manager*
Donald S. Shaw, *Commercial Program Sales Manager*
Ludwig W. Simmel, *Sales Service Manager*

#### National Spot Sales Department

Murray B. Grabhorn, *Manager*
Ralph Dennis, *Eastern Sales Manager*

#### Research Department

Edward F. Evans, *Research Manager*

#### Stations Department

Keith Kiggins, *Vice President*
John H. Norton, Jr., *Station Relations Manager*

#### Traffic Department

Thomas J. Dolan, *Traffic Manager*

#### Treasurer's Department

C. E. Rynd, *Treasurer*
Anthony M. Hennig, *Assistant Treasurer*
Henry T. Hede, Jr., *Purchasing Agent*

#### WJZ Management

John H. McNeil, *Manager of WJZ*
Slocum Chapin, *Acting Sales Manager*
John J. Hade, *Program Manager*
Joseph M. Seiferth, Jr., *Audience Promotion*
Thomas B. Ellsworth, *Promotion Research*
Julian H. Boone, *Sales Promotion*

### CENTRAL DIVISION—CHICAGO

**Merchandise Mart, Chicago, Illinois**
**Telephone—Delaware 1900**

E. R. Borroff, *Vice President in Charge*
G. I. Berry, *National Spot and Local Sales Manager*
L. E. Douglass, *Program Business Manager*
L. J. Edgeley, *Script Manager*
Robert Ewing, *Sales Traffic*
E. C. Horstman, *Engineering Manager*
E. J. Huber, *Sales Promotion Manager*
Ell Henry, *Publicity Manager*
R. S. Peterson, *Auditor and Business Manager*
Gene Rouse, *Supervisor of Announcers*
Merritt R. Schoenfeld, *Central Network Sales Manager*
J. L. Stirton, *Program Manager*
G. W. Vernon, *Research*
M. S. Wetzel, *Production Manager*

### WESTERN DIVISION—HOLLYWOOD

**6285 Sunset Boulevard, Hollywood, California**
**Telephone—Hillside 8231**

Don E. Gilman, *Vice President in Charge*
Clifford Anderson, *Program Traffic*
Dorothy L. Brown, *Continuity Acceptance*
R. G. Denechaud, *Engineering Manager*
Paul Gates, *Evening Program Manager*
Russell Hudson, *Sales Service Manager*
Walter W. Lonner, *Traffic Manager*
Tracy Moore, *Western Network Sales Manager*
Robert Moss, *Production Manager*
Victor H. Perrin, *Chief Announcer*
Maurice A. Rider, *Manager—News and Special Features*
Milton N. Samuel, *Publicity Manager*
K. B. Stedman, *Auditor*
Kevin B. Sweeney, *Sales Promotion Manager*
Leo B. Tyson, *Program Manager*

### WESTERN DIVISION—SAN FRANCISCO

**Taylor & O'Farrel Streets, San Francisco, Cal.**
**Telephone—Graystone 6565**

Don Searle, *Manager*
Robert E. Dwan, *Program Manager*
Elise Goddard, *Continuity Acceptance*
T. B. Palmer, *Engineering Manager*
Hilda T. Peterson, *Auditor*
Leslie R Rhodes, *Local Sales Manager*
Robert Wesson, *Manager, Publicity and Promotion*

### FOREIGN CORRESPONDENTS

George Hicks, Manager, Blue News Office, London, Engl
Arthur Feldman, Assistant Manager, Blue News Of
London, England
Donald Coe, Algiers (United Press)
Clete Roberts, Manager, Blue News Office Sidney, Austral
Henry T. Gorrell, Cairo, Egypt (United Press)
Frederick B. Opper, Chungking, China
Thomas B. Grandin, Blue News Office, London, England
Gordon Fraser, With the U. S. Fifth Army in Italy
William Ewing, Honolulu

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# CANADIAN BROADCASTING CORPORATION: EXECUTIVE STAFF

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J. Wilfrid Godfrey, K.C., Halifax, N. S.
Very Rev. W. Eastland Fuller, Saskatoon, Sask.
Dean Adrien Pouliot, Montreal, Que.
Howard B. Chase, Montreal, Que.
Mrs. T. W. Sutherland, Revelstoke, B. C.
F. J. Crawford, Toronto, Ont.
(Two vacancies)

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Donald Manson, *Chief Executive Assistant*
R. P. Landry, *Secretary*
Harry Baldwin, *Treasurer*
H. Bramah, *Asst. to Treasurer*
W. R. Mortimer, *Supervisor of Expenditures*
Peter Aylen, *Program Liaison Officer*

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**55 York Street, Toronto 2, Ont.**

E. L. Bushnell, *General Supervisor of Programs*
Charles Jennings, *Asst. Supervisor of Programs*
Andrew Allan, *Supervisor of Drama*
J. M. Beaudet, *Supervisor of Music*
W. H. Brodie, *Supervisor of Broadcast Language*
C. R. Delafield, *Supervisor of Religious and Institutional Broadcasts*
Mary Grannan, *Supervisor of Children's Broadcasts*
H. E. S. Hamilton, *Technical Liaison Officer* (*Engineering Division*)
E. W Jackson, *Traffic Manager*
R. S. Lambert, *Supervisor of Educational Broadcasts*
Elizabeth M. Long, *Women's Interests*
D. C. McArthur, *Chief News Editor*
Neil M. Morrison, *Supervisor of Talks and Public Affairs*
O. J. W. Shugg, *Supervisor of Farm Broadcasts*
J. Frank Willis, *Supervisor of Feature Broadcasts*
(805 Davenport Rd.)
A. J Black, *General Office Manager*
B. Austin, *Budget Clerk*

### COMMERCIAL DIVISION

**55 York Street, Toronto 2, Ont.**

E. A. Weir, *Commercial Manager*
W. E. Powell, *Asst. Commercial Manager*
Edgar Stone, *Supervisor of Program Clearance*
W. J. Dunlop, *Commercial Representative*
Arthur Barr, *Commercial Billing*
Anne Dickson, *Network Booking Clerk*

### PRESS AND INFORMATION SERVICE

**55 York Street, Toronto 2, Ont.**

E. A. Weir, *Supervisor of Press and Information*
G. W. Ritchie, *Press and Information Representative*
S. W. Griffiths, *Press and Information Assistant*

### STATION RELATIONS DIVISION

**55 York Street, Toronto 2, Ont.**

J. R. Radford, *Supervisor of Station Relations*
D. M. Neill, *Asst. to Supervisor of Station Relations*
C. Maclin, *Statistics and Program Distribution*
Gloria Hill, *Food and Drug Continuity Clearance*

### ENGINEERING DIVISION

**Keefer Bldg., 1440 St. Catherine St. W., Montreal, Que.**

Gordon W. Olive, *Chief Engineer*
J. A. Ouimet, *Asst. Chief Engineer*
D. G. McKinstry, *Chief Architect*
W. A. Nichols, *Plant Construction Engineer*
W. G. Richardson, *Transmission and Development Engineer*
C. E. Stiles, *Supervisor of Purchasing and Stores*
A. B. Ellis, *Studio Supervising Engineer*
R. D. Cahoon, *Transmitter Supervising Engineer*
E. C. Stewart, *Supplies Engineer* (*Victoria Bldg., Ottawa*)
H. E. S. Hamilton, *Technical Liaison Officer* (55 *York Street, Toronto* 2)

### REGIONAL OFFICES

**Maritime Region, United Service Bldg., Box 175, Halifax,**

George Young, *Regional Representative*
H. M. Smith, *Regional Engineer* (*CBA, Sackville, N. B.*)

**Quebec Region, 1231 St. Catherine St. W., Montreal,**

Omer Renaud, *Supervisor of Programs and Manager of*
*and CBM*
John de B. Payne, *Program Administrative Officer*
Paul Leduc, *Asst. Program Director*
Aurele Seguin, *Supervisor of Educational Broadcasts*
Armand Berube, *Supervisor of Farm Broadcasts*
J. Arthur Dupont, *Commercial Manager*
Leopold Houle, *Supervisor of Press and Information*
M. Goudrault, *Supervisor of Station Relations* (*Keefer Bl*
L. L'Allier, *Regional Engineer* (*Keefer Bldg.*)

**Ontario Region, 805 Davenport Road, Toronto 4, O**

D. Claringbull, *Regional Representative and Manager of C*
R. H. Gluns, Jr., *Asst. to Regional Representative*
M. L. Poole, *Regional Engineer* (*Star Bldg.*, 80 *King W.*)
Miss H. M. Ball, *Press and Information Assistant*

**Prairie Region, 300 Manitoba Telephone Bldg., Winnipeg,**

H. G. Walker, *Regional Representative*
C. E. L'Ami, *Press and Information Representative*

**British Columbia Region, Hotel Vancouver, Vancouver,**

Ira Dilworth, *Regional Representative*
Ernest Morgan, *Program Director*
Norman R. Olding, *Regional Engineer*
Patrick Keatley, *Press and Information Assistant*

WJW
. . . standard equipment!

When thousands congregate . . . **at ringside prices** . . . a million will listen . . . free.

WJW *listens* to that million listeners!

Wherever crowds gather and things happen of special interest to the people, the WJW microphones are **standard equipment** on the job — bringing "Cleveland" closer to Clevelanders.

They serve also in bringing Clevelanders closer to WJW. . . .

And should serve finally in bringing the advertiser closer to both of us.

**THE CLEVELAND PRESS,**

The town's cheering Earl Harper's broadcast of the Charity Fights over WJW the other night. Although we didn't hear him, as we were at the Arena, we understand it was the best sports job turned in over the local kilocycles in a long while. Congratulation's on a big-time sportscast, Earl.

**PLAIN DEALER,**

BIVINS-MURRAY BOUT—Both Earl Harper of WJW and Lew Henry of WHK were doing nicely with the blow-by-blow description of this fight from the Arena which Bivins won. Harper, I thought, was sharper with his description.

**CLEVELAND NEWS**

Earl Harper, sportscaster for WJW, newcomer to town, did a swell job in broadcasting the Bivins-Murray bout at the News Christmas boxing show last night. His non-hysterical description was easy to follow and gave the listener a good picture of what was happening in the ring.

BASIC
*Blue Network*
CLEVELAND, O.

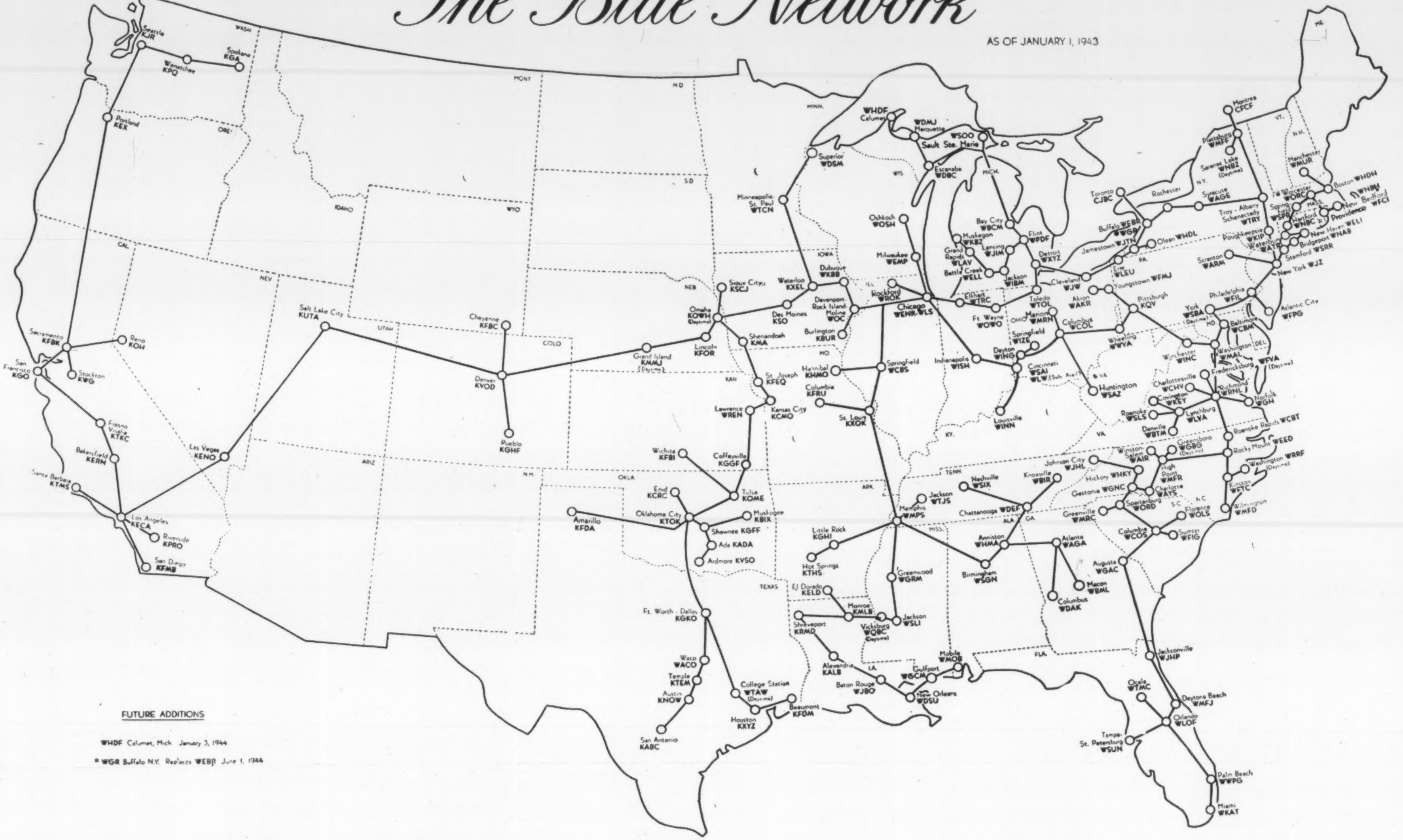
**WJW**
850

850 KC
*5000 Watts*
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

# The Blue Network

AS OF JANUARY 1, 1943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Wenatchee KPQ
Spokane KGA
Portland KEX
Sacramento KFBK
Reno KOH
San Francisco KGO
Stockton KWG
Fresno Visalia KTKC
Bakersfield KERN
Santa Barbara KTMS
Los Angeles KECA
Riverside KPRO
San Diego KFMB
Las Vegas KENO
Salt Lake City KUTA
Cheyenne KFBC
Denver KVOD
Pueblo KGHF
Grand Island KMMJ (Daytime)
Lincoln KFOR
Omaha KOWH (Daytime)
Sioux City KSCJ
Shenandoah KMA
Des Moines KSO
Waterloo KXEL
Dubuque WKBB
Davenport Rock Island Moline WOC
Burlington KBUR
Minneapolis-St. Paul WTCN
Superior WDSM
WHDF Calumet
WDMJ Marquette
WSOO Sault Ste. Marie
Escanaba WDBC
Oshkosh WOSH
Milwaukee WEMP
Rockford WROK
Chicago WENR-WLS
Bay City WBCM
Muskegon WKBZ
Grand Rapids WLAV
Lansing WJIM
Flint WFDF
Battle Creek WELL
Jackson WIBM
Detroit WXYZ
Elkhart WTRC
Ft. Wayne WOWO
Toledo WTOL
Marion WMRN
Springfield WIZE
Dayton WING
Indianapolis WISH
Cincinnati WSAI WLW (Sub. Avail.)
Columbus WCOL
Louisville WINN
Huntington WSAZ
Cleveland WJW
Akron WAKR
Youngstown WFMJ
Erie WLEU
Wheeling WWVA
Pittsburgh KQV
Toronto CJBC
Buffalo WEBR *WGR
Jamestown WJTN
Olean WHDL
Rochester
Syracuse WAGE
Montreal CFCF
Plattsburg WMFF
Saranac Lake WNBZ (Daytime)
Troy - Albany Schenectady WTRY
Poughkeepsie WKIP
Scranton WARM
Manchester WMUR
Boston WHDH
Worcester WORC
Springfield WSPR
Hartford WNBC
New Bedford WNBH
Providence WFCI
New Haven WELI
Waterbury WATR
Bridgeport WNAB
Stamford WSRR
New York WJZ
Philadelphia WFIL
Atlantic City WFPG
York WSBA (Daytime)
Baltimore WCBM
Washington WMAL
WFVA (Daytime)
Winchester WINC
Fredericksburg
Charlottesville WCHV
Richmond WRNL
Norfolk WGH
Covington WKEY
Roanoke WSLS
Lynchburg WLVA
Danville WBTM
Roanoke Rapids WCBT
Rocky Mount WEED
Washington WRRF (Daytime)
Kinston WFTC
Wilmington WMFD
Greensboro WGBG (Daytime)
Winston-Salem WAIR
High Point WMFR
Johnson City WJHL
Hickory WHKY
Gastonia WGNC
Charlotte WAYS
Spartanburg WORD
Greenville WMRC
Florence WOLS
Columbia WCOS
Sumter WFIG
Augusta WGAC
Knoxville WBIR
Nashville WSIX
Chattanooga WDEF
Anniston WHMA
Atlanta WAGA
Birmingham WSGN
Macon WBML
Columbus WDAK
Jacksonville WJHP
Ocala WTMC
Daytona Beach WMFJ
Orlando WLOF
Tampa-St. Petersburg WSUN
Palm Beach WWPG
Miami WKAT
Springfield WCBS
Hannibal KHMO
Columbia KFRU
St. Louis KXOK
St. Joseph KFEQ
Kansas City KCMO
Lawrence WREN
Wichita KFBI
Coffeyville KGGF
Tulsa KOME
Enid KCRC
Oklahoma City KTOK
Muskogee KBIX
Shawnee KGFF
Ada KADA
Ardmore KVSO
Amarillo KFDA
Memphis WMPS
Jackson WTJS
Little Rock KGHI
Hot Springs KTHS
Greenwood WGRM
El Dorado KELD
Monroe KMLB
Vicksburg WQBC (Daytime)
Jackson WSLI
Shreveport KRMD
Alexandria KALB
Baton Rouge WJBO
New Orleans WDSU
Gulfport WGCM
Mobile WMOB
Ft. Worth - Dallas KGKO
Waco WACO
Temple KTEM
Austin KNOW
San Antonio KABC
College Station WTAW (Daytime)
Houston KXYZ
Beaumont KFDM
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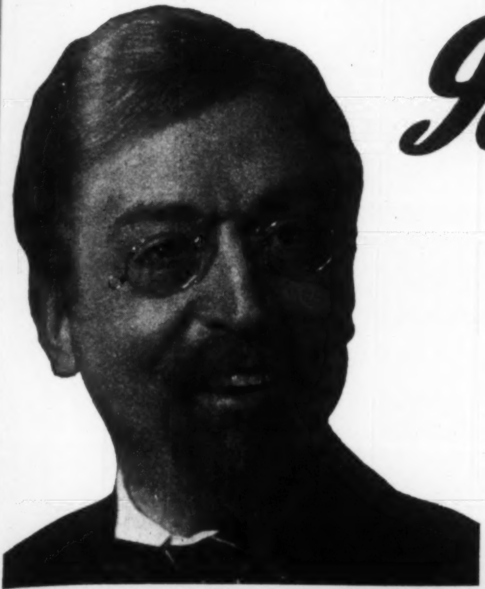
FUTURE ADDITIONS

WHDF Calumet, Mich. January 3, 1944

* WGR Buffalo N.Y. Replaces WEBR June 1, 1944

Blue Network Research Department

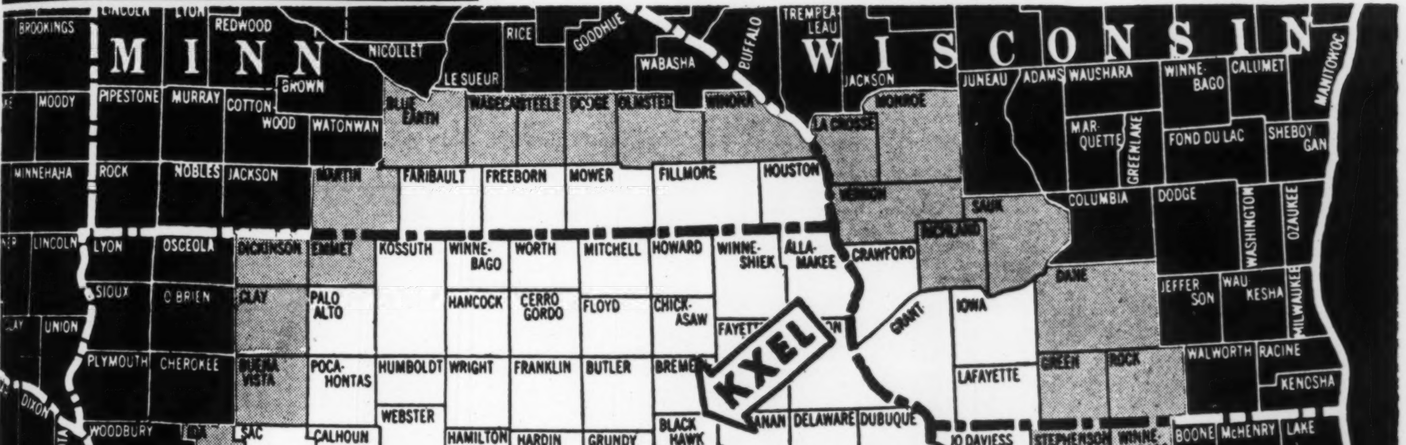


# *Iowa is Listnin!*

"Folks out here look upon KXEL as a friend and neighbor. Knowing these families, we are bringing them the news, information and entertainment they care the most about. In the advertising man's language, I think it's called . . . 'listener interest' . . . in our way of talkin' it's just being neighborly. Yes, Iowa is listnin' to KXEL!"

Josh Higgins

## DAYTIME LISTENING AREA


MINN
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WABASHA
JACKSON
JUNEAU
ADAMS
WAUSHARA
WINNEBAGO
CALUMET
MANITOWOC
MOODY
PIPESTONE
MURRAY
COTTONWOOD
WATONWAN
BLUE EARTH
WASECA
STEELE
DODGE
OLMSTED
WINONA
MONROE
LA CROSSE
MARQUETTE
GREEN LAKE
FOND DU LAC
SHEBOYGAN
MINNEHAHA
ROCK
NOBLES
JACKSON
MARTIN
FARIBAULT
FREEBORN
MOWER
FILLMORE
HOUSTON
VERNON
SAUK
COLUMBIA
DODGE
WASHINGTON
OZAUKEE
LINCOLN
LYON
OSCEOLA
DICKINSON
EMMET
KOSSUTH
WINNEBAGO
WORTH
MITCHELL
HOWARD
WINNESHIEK
ALLAMAKEE
CRAWFORD
RICHLAND
DANE
JEFFERSON
WAUKESHA
MILWAUKEE
SIOUX
O BRIEN
CLAY
PALO ALTO
HANCOCK
CERRO GORDO
FLOYD
CHICKASAW
FAYETTE
GRANT
IOWA
UNION
PLYMOUTH
CHEROKEE
BUENA VISTA
POCAHONTAS
HUMBOLDT
WRIGHT
FRANKLIN
BUTLER
BREMER
LAFAYETTE
GREEN
ROCK
WALWORTH
RACINE
KENOSHA
DIXON
DAKOTA
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CALHOUN
WEBSTER
HAMILTON
HARDIN
GRUNDY
BLACK HAWK
BUCHANAN
DELAWARE
DUBUQUE
JO DAVIESS
STEPHENSON
WINNEBAGO
BOONE
McHENRY
LAKE
THURSTON
MONONA
CRAWFORD
CARROLL
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MAHASKA
KEOKUK
WASHINGTON
MUSCATINE
ROCK ISLAND
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BUREAU
GRUNDY
SAUNDERS
DOUGLAS
LOUISA
MERCER
PUTNAM
KANKAKEE
SARPY
MILLS
MONTGOMERY
ADAMS
UNION
CLARKE
LUCAS
MONROE
WAPELLO
JEFFERSON
HENRY
IROQUOIS
LANCASTER
CASS
FREMONT
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TAYLOR
RINGGOLD
DECATUR
WAYNE
APPANOOSE
DAVIS
VAN BUREN
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ATCHISON
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SCOTLAND
VERMILION
CHAMPAIGN
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RICHARDSON
HOLT
GENTRY
GRUNDY
SULLIVAN
ADAIR
KNOX
ANDREW
DEKALB
DAVIESS
MARSHALL
NEMAHA
BROWN
DONIPHAN
BUCHANAN
CLINTON
CALDWELL
LIVINGSTON
LINN
MACON
SHELBY
RILEY
POTTAWATOMIE
JACKSON
ATCHISON
PLATTE
CLAY
RAY
CARROLL
CHARITON
RANDOLPH
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SHAWNEE
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IOWA

**JOSH HIGGINS BROADCASTING CO.**

**WATERLOO, IOWA**

**Studios In Waterloo and Cedar Falls**

**Represented by John Blair & Company**

**50,000 WATTS**

**CLEAR CHANNEL . . BASIC BLUE**

**. . . 1540 On the Dial . . .**

### *Directory of 1943*

# NATIONAL AND REGIONAL RADIO ADVERTISERS

## And Their Agencies

### United States and Canada

*n.* Network programs *rn.* Regional network programs *sa.* Local studio announcements *sp.* Local studio programs *t.* Transcriptions *ta.* Transcription announcements

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## A

ABBOTTS DAIRIES, Philadelphia (milk). Agency: Richard A. Foley Adv., Philadelphia. *sa*

ABRAHAM & STRAUSS, Brooklyn, N. Y. (dept. store). Agency: Neff-Rogow, N. Y. *sa*

SIMON ACKERMAN CLOTHES, N. Y. Agency: Ehrlich & Neuwirth, N. Y. *sa*

ACME BREWING Co., San Francisco. Agency: Emil Brisacher, Davis & Van Norden, San Francisco. *ta sa sp t n*

ACME FEEDS, Forest Park, Ill. Agency: Stack-Goble Adv. Agency, Chicago. *sa*

ACME WHITE LEAD & COLOR WORKS, Detroit (paint). Agency: Henri, Hurst & McDonald, Chicago. *n sp*

ADAM HAT STORES, New York (hat chain). Agency: Glicksman Adv. Co., N. Y. *ta sp*

ADAM HATS (Canada), Toronto. Agency: MacLaren Adv. Co., Toronto.

ADLER Inc., Chicago (dress materials). Agency: Gourfain-Cobb Adv. Agency, Chicago. *sp*

ADLER SHOES (for men), New York (elevated shoes). Agency: Consolidated Adv. Agency, N. Y. *sa sp*

ADLERIKA Co., St. Paul (proprietary). Agency: Campbell-Mithun, Minneapolis. *sp*

ADMIRACION LABS., Harrison, N. J. (shampoo). See NATIONAL OIL PRODUCTS Inc., Harrison, N. J. Agency: Charles Dallas Reach, Newark, N. J. *sa*

AETNA LIFE INSURANCE Co., Hartford (and affilites). Agency: Arthur Kudner Inc., N. Y. *ta*

AFFILIATED PRODUCTS, New Jersey (Edna Wallace Hopper cosmetics). Agency: Blackett-Sample-Hummert, New York. *n sp*

AGASH REFINING Co., Brooklyn (Royal Cook Salad Oil). Agency: Diener & Dorskind, N. Y. *sa*

AIRPORT GROUND SCHOOLS Inc., Hollywood (technical training). Agency: West-Marquis, Los Angeles. *t ne sa*

ALAMEDA COUNTY NURSERY, Oakland. Agency: Emil Reinhart Adv., Oakland. *sp*

ALASKA PACIFIC SALMON Co., Seattle. Agency: J. William Sheets Co., Seattle. *sp*

ALASKA STEAMSHIP Co., Seattle. Agency: Beaumont & Hohman, Seattle. *ne*

ALBA, S. A. (paints, enamels and varnishes), enterprise of Bunge & Born, Argentina. Agency: McCann-Erickson, Buenos Aires.

ALBERS BROS. MILLING Co., Seattle (Albers Flapjack flour, Friskies). Agencies: Erwin, Wasey & Co., Chicago; Lord & Thomas, San Francisco. *t rn sp sa*

ALBERS PACKING Co., Riverside, Cal. (ripe olives). Agency: Brisacher, Davis & Van Norden, Los Angeles. *sp*

ALICE FROCK Co., Oakland (women's dresses). Agency: Garfield & Guild, San Francisco.

ALKINE LABS., New Brunswick, N. J. (Flemolyn cough remedy). Agency: Redfield-Johnstone, N. Y. *sa*

ALLCOCK MFG. Co., New York (porous plaster). Agency: Small & Seiffer, N. Y. *ta*

ALLEGHENY-LUDLUM STEEL Corp., Brackenbridge, Pa. Agency: Walker & Downing, Pittsburgh. *sp*

ALLIANCE BOOK Corp., New York. Agency: Burnet-Kuhn Adv. Co., Chicago. *sa*

ALLIED DRUG PRODUCTS Co., Chattanooga, Tenn. Agency: Liller, Neal & Battle, Atlanta. *t*

ALLIED MILLS, Fort Wayne, Ind. (Wayne poultry & livestock feeds). Agency: Louis E. Wade Inc., Fort Wayne. *ta t sa*

ALLIS-CHALMERS MFG. Co., Milwaukee (agricultural machinery). Agency: Bert S. Gittins Adv. Co., Milwaukee. *n sa sp*

ALLCOCK'S PLASTER, Ossining, N. Y. Agency: Small & Seiffer, N. Y. *ta*

ALL-STATE INSURANCE Co., Chicago. Agency: E. H. Brown Adv. Agency, Chicago. *sa sp*

ALTA WINERY, Dinuba, Cal. (St. Charles Wine). Agency: Barton A. Stebbins Adv., Los Angeles. *sp*

FRED W. AMEND Co., Danville, Ill. (Chuckles candy). Agency: George H. Hartman Co., Chicago. *sa*

AMERICAN AIRCRAFT INSTITUTE, Chicago (trade school). Agency: M. A. Ring Co., Chicago. *sp sa*

AMERICAN AUTOMOBILE INSURANCE Co., St. Louis & Cincinnati. Agency: Oakleigh R. French & Assoc., St. Louis. *sp*

AMERICAN BEAUTY MACARONI Co., Kansas City. Agency: R. J. Potts-Calkins & Holden, Kansas City. *ta*

AMERICAN BIRD PRODUCTS, Chicago (bird food). Agency: Weston-Barnett, Chicago. *sp n t*

AMERICAN BREWING Co., New Orleans (Regal beer). Agency: Walker Saussy Adv., New Orleans. *n sp*

AMERICAN CHICLE Co., Long Island City, N. Y. (chewing gum). Agencies: Badger, Browning & Hersey, N. Y.; Grant Adv., N. Y.; Badger & Browning, Boston. *ta sa*

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Mall). Agency: Ruthrauff & Ryan, N. Y. *n ta sp*

AMERICAN CRANBERRY EXCHANGE, New York (Eatmor cranberries). Agency: BBDO, N. Y. *sa*

AMERICAN CRAYON Co., Sandusky, Ohio (children's story book). Agency: Triangle Agency, Chicago. *sp*

AMERICAN CYANAMID Co., N. Y. (Calco – Chemical Division—Bleachette). Agency: J. M. Mathes Inc., N. Y.

AMERICAN DAIRY ASSN., Chicago. Agency: Campbell-Mithun Adv., Minneapolis. *sp*

AMERICAN DIETAIDS Co., New York. Agency: Small & Seiffer, N. Y. *sa*

AMERICAN EXPRESS CO., New York (delivery service). Agency: Caples Co., New York. *sa*

AMERICAN HOME PRODUCTS Corp., Jersey City (holding company for Affiliated Products, Anacin Co., Bi-So-Dol Co., 3-in-1 Oil, A. S. Boyle Co., Kolynos Co., Mystic Labs., Blackstone Products Co., Petrologar Labs., John Wyeth & Bros., Wyeth Chemical Co.). Agencies: Blackett-Sample-Hummert, N. Y. (Kolynos Bi-So-Dol); John F. Murray Adv. Agency, N. Y. (Anacin); Compton Adv. N. Y. (Aspertane). *n t sa ne sp ta*

AMERICAN - JEWISH BROADCASTING Co., Los Angeles. Agency: Dean L. Simmons, Hollywood. *sp*

AMERICAN KITCHEN PRODUCTS Co., New York. Agency: Raymond Spector Co., New York. *sa*

AMERICAN MOLASSES Co., New York (Grandma's syrup). Agency: Charles W. Hoyt Co., N. Y. *sa*

AMERICAN OIL Co., Baltimore (Amoco gas). Agency: Joseph Katz Co., Baltimore. *ne n sa sp*

AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time popcorn). Agency: Buchanan-Thomas Adv. Co., Omaha. *sp sa t ta*

*AMERICAN POULTRY JOURNAL*, Chicago. Agency: Schaffer-Brennan-Margulies Adv. Co., St. Louis. *sp*

AMERICAN RED CROSS. Agency: Ruthrauff & Ryan, N. Y. *t*

AMERICAN SCHOOL, Chicago (home study courses). Agencies: Equity Adv., N. Y.; Buchanan & Co., Chicago. *ne sa sp*

AMERICAN SNUFF Co., Memphis (Garrett's Snuff). Agency: Simon & Gwynn, Memphis. *t*

AMERICAN TELEPHONE & TELEGRAPH Co., New York. Agency: N. W. Ayer & Son, N. Y. *t ta sa sp rn*

AMERICAN TOBACCO Co., New York. Agencies: Lord & Thomas (Lucky Strike, Roi Tan, Half & Half); L. H. Hartman Co., N. Y. (Herbert Tareyton); Ruthrauff & Ryan, N. Y. (Pall Mall); Foote, Cone & Belding. *n t sp*

AMERICAN TRUST Co., San Francisco (savings). Agency: Leon Livingston Adv., San Francisco. *sa*

ANACIN Co., Chicago (headache tablets). Agency: Blackett-Sample-Hummert, Chicago. *n t sp*

ANCHOR HOCKING GLASS Corp., Lancaster, Ohio (glass containers & closures). Agency: William H. Weintraub & Co., N. Y. *sp*

E. O. ANDERSON Co., Los Angeles (Shontex). Agency: Barton A. Stebbins Adv. Agency, Los Angeles. *ne*

ANDES CANDIES, Chicago. Agency: George Hartman Adv. Co., Chicago. *ne sa*

THE AQUARIUM RESTAURANT, New York. *sa*

K. ARAKELIAN Inc., New York (wines). Agency: Adrian Bauer Adv. Agency, Philadelphia. *sp ta*

ARCO PUBLISHING Co., N. Y. (books). Agency: J. R. Kupsick Adv., N. Y. *sa*

ELIZABETH ARDEN OF CANADA, Toronto (cosmetics). Agency: Ronalds Adv. Agency, Toronto. *sa*

ELIZABETH ARDEN, N. Y. (Velva leg film, cosmetics). Agency: Duane Jones Co., N. Y. *sa*

ARMAND Co., Des Moines (leg make-up). Agency: Ivan Hill Adv., Chicago. *sa*

ARMOUR & Co., Chicago (Treet, Perk). Agency: Lord & Thomas, Chicago. *sa t sp ta*

ARMSTRONG CORK Co., Lancaster, Pa. (rugs). Agency: BBDO, N. Y. *n sp*

ARMSTRONG PACKING Co., Dallas (Bird-Brand shortening). Agency: Couchman Adv., Dallas.

ARRID Co., New York (deodorant). Agency: Small & Seiffer, N. Y. *t*

THE ARROW STORE, Philadelphia (clothes). Agency: Harry Feigenbaum, Philadelphia. *ta*

ARROWHEAD & PURITAS WATERS, Los Angeles (bottled water). Agency: McCarty Co., Los Angeles. *ne*

ARTRA COSMETIC Co., Bloomfield, N. Y. (Sultra Sunfilter Cream). Agency: Murray Breese Assoc., N. Y. *sa*

ARVEY Corp., Chicago (R-V Lite glass substitute). Agency: First United Broadcasters, Chicago. *sa*

ASSOCIATED DENTAL SUPPLY Co., San Francisco (Painless Parker tooth powder, paste). Agency: McCann-Erickson, San Francisco. *ne*

ASSOCIATED LABS., Long Island City (Vitamin Quota Kelpamalt). Agencies: Benson & Dall, Chicago; Grady & Wagner, N. Y. *sa*

ASSOCIATED OIL Co., San Francisco. Agencies: Lord & Thomas, San Francisco; Buchanan & Co., San Francisco. *sp*

ASSOCIATED SERUM PRODUCERS Co., Des Moines (cattle remedies). Agency: Fairall & Co., Des Moines. *sa*

ASTONE PRODUCTS Co., Toronto (Fruit-Kepe). Agency: F. H. Hayhurst Co., Toronto.

ATLANTIC BREWING Co., Chicago (Tavern Pale beer). Agency: Weiss & Geller, Chicago. *sa sp*

ATLANTIC MACARONI Co., Long Island City, N. Y. Agency: Prudential Adv. Agency, N. Y. *sa*

ATLANTIC REFINING Co., Philadelphia (White Flash gasoline, oil). Agency: N. W. Ayer & Son, Philadelphia. *n sa sp*

ATLANTIC SYRUP REFINING Co., Philadelphia (Quaker Maid syrup). Agency: May Adv., Phila. *sa*

ATLAS BREWING Co., Chicago (beer). Agencies: Craig Dennison & Co., Chicago; McCann-Erickson, Detroit; Arthur Meyerhoff, Chicago. *sa ne sp*

AUERBACH Co., Salt Lake City (dept. store). *sp*

AUNT JEMINA (Flour). Agency: Sherman K. Ellis. *pgm et*

AUSTIN STUDIOS, Los Angeles (photographers). Agency: Glasser-Gailey & Co., Los Angeles. *n sp*

AUTOMOBILE CLUB OF MICHIGAN. Agency: Stockwell & Marcuse, Detroit. *ne*

AVOSET Inc., San Francisco (canned cream). Agency: Botsford, Constantine & Gardner, San Francisco. *ta, sp sa*

AXTON-FISHER TOBACCO Co., Louisville (All Americans, 20 Grand). Agencies: Weiss & Geller, Chicago; McCann-Erickson, Chicago; Blackett-Sample-Hummert, Chicago. *sp n sa*

## B

B. C. REMEDY Co., Durham, N. C. (headache powder). Agency: Charles W. Hoyt Co., N. Y. *ne*

B. T. BABBITT Co., New York (Bab-O cleanser). Agencies: Blackett-Sample-Hummert, N. Y.; Maxon Inc., N. Y.; Duane Jones Co., N. Y. *sa n t sp*

B. C. REMEDY Co., Durham, N. C. (proprietary). Agencies: Harvey-Messengale Co., Atlanta: Chas. W. Hoyt Co., N. Y. *sa sp*

BALI BRASSIERE Co, New York. Agency: Lester Harrison Assoc., N. Y. *sp*

BALL BROS. Co., Muncie, Ind. (bottle caps, jars). Agency: Applegate Adv. Agency, Muncie, Ind. *sa*

P. BALLANTINE & SONS, Newark (beer) (owners of Christian Feigenspan Brewing Co.). Agency: J. Walter Thompson Co., N. Y. *sa ta sp n*

BALLARD & BALLARD Co., Louisville (Obelisk Flour). Agency: Henri, Hurst & MacDonald, Chicago. *sp*

BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSN., San Francisco. Agency: J. Walter Thompson Co., San Francisco. *rn sp to sa*

BARBARA ANN BAKING Co., Los Angeles (bread). Agencies: Heintz, Pickering & Co., Los Angeles; Scholts Adv. Service, Los Angeles. *sp*

BARBASOL Co., Indianapolis (shaving cream). Agency: Erwin, Wasey & Co., N. Y. *ne sa*

BARKER BAKERIES, Toronto (regional). Agency: Tandy Adv. Agency, Toronto. *sp*

BARKER FOOD PRODUCTS Co., Los Angeles (dehydrated soups). Agencies: Glasser-Gailey & Co., Los Angeles; Erwin, Wasey & Co., Los Angeles. *sp*

BARNES & NOBLE, New York (books) *sa sp*

BARNEY'S CLOTHES, New York. Agency: Emil Mogul & Co., N. Y. *sa sp ne ta*

BARR'S JEWELERS, Philadelphia. Agency: Edward Prager, Baltimore. *sa*

BARRON-GRAY PACKING Co., San Jose, Cal. (Here's Health vegetable juice). Agency: Long Adv. Service, San Jose, Cal. *sa*

BASIC FOODS Inc., Los Angeles (vitamine products). Agency: Elucidator Publications Inc., Hollywood. *sp*

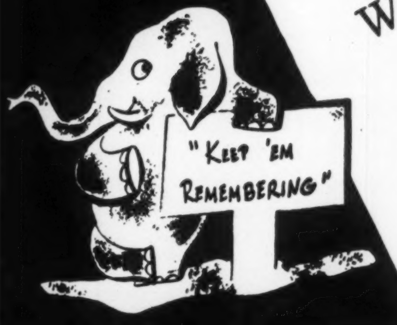
BATEMAN-EICHLER & Co., Los Angeles (stocks, bonds). Agency: Elwood J. Robinson Adv., Los Angeles. *ne sp*

# WINN
LOUISVILLE

WHEN YOU BUY
LOUISVILLE–AND
OF COURSE YOU
MOST CERTAINLY
WILL–BUY WINN
BECAUSE WINN
GIVES YOU THE
MOSTEST FOR THE
LEASTEST AND DOES
THE JOB BESTEST

*with*

# WINN



# BLUE
NETWORK
STATION
*in*
LOUISVILLE
KENTUCKY

# DIRECTORY OF 1943 NATIONAL-REGIONAL RADIO ADVERTISERS

BATHASWEET Corp., New York (Bathasweet). Agency: H. M. Kiesewetter Adv. Agency, N. Y. *sa sp n*

BAYER Co., New York (Bayer's aspirin). Agency: Blackett-Sample-Hummert, N. Y. *n sp t*

BAYER-SEMESAN Co., Wilmington, Del. (seed innoculator). Agency: Thompson-Koch Co., Cincinnati. *sa*

BAYUK CIGARS, Philadelphia (Havana Ribbon cigars). Agency: Ivey & Ellington, Philadelphia. *sa ne sp n t*

BEACON CHEMICAL Corp., Philadelphia (Zero Cleaning Fluid). Agency: James G. Lamb, Philadelphia. *sa*

BEAM SALES Co., Chicago (money belt). Agency: Paul Grant Adv., Chicago. *sp*

BEAU BRUMMELL TIES Inc., Cincinnati, O. Agency: Key Adv. Co., Cincinnati. *sa*

BEAUMONT LABS., St. Louis (4-Way cold tablets). Agencies: H. W. Kastor & Sons, Chicago; (4-Way Vaporizing Rub), Russel M. Seeds Co., Chicago; Donahue & Coe, N. Y. *ta ne*

A. S. BECK SHOES, N. Y. Agency: Pettingil & Fenton, N. Y.

BEECH-NUT PACKING Co., Canajoharie, N. Y. (chewing gum). Agency: Newell-Emmett Co., N. Y. *sa ta*

BEECHAM'S PILLS, Bloomfield, N. J. Agency: Atherton & Currier, N. Y. *sa*

BEEMAN'S LABORATORY, Atlanta (BGO, BQR remedies). Agency: Harvey Massengale Co., Atlanta. *sp ta*

PAUL F. BEICH Co., Bloomington, Ill. (Whiz candy bar). Agencies: Ferry-Hanley Co.; Chicago; Kane Adv. Agency, Bloomington; Arthur Meyerhoff, Chicago. *sp rn ta*

BEKINS VAN & STORAGE Co., Los Angeles. Agencies: Brooks Adv. Agency, Los Angeles; Charles N. Stahl Adv. Agency, Hollywood. *sa sp n ne*

BELGIAN INFORMATION CENTER, New York. Agencies: Gotham Adv., New York; Albert Frank-Guenther Law, N. Y. *sa*

BELL BAKERS Inc., New York. Agency: Harry Jacobs Productions, N. Y. *t*

BELL BROOK DAIRIES, San Francisco (milk). Agency: Botsford, Constantine & Gardner, San Francisco. *ta sa*

BELL TELEPHONE Co., of Canada, Montreal (Yellow Directory Pages). Agencies: Lord & Thomas of Canada Ltd., Montreal; Cockfield Brown & Co., Montreal. *sa*

BELL TELEPHONE SYSTEM, New York. Agency: N. W. Ayer & Son, N. Y. *n sp*

BELL TELEPHONE Co. of Pa., Pittsburgh (service). Agency: Gray & Rogers, Phila. *sa*

BENEFICIAL CASUALTY INSURANCE Co., Los Angeles. Agency: Stodel Adv. Co., Los Angeles. *ne*

BENEFICIAL SAVINGS FUND SOCIETY, Philadelphia. Agency: Richard A. Foley, Philadelphia. *sa*

BEN-HUR PRODUCTS Inc., Los Angeles (grocery products). Agencies: Theodore B. Creamer Adv., Los Angeles; Barton A. Stebbins Adv. *sp n ne*

BENRUS WATCH Co., New York. Agency: J. D. Tarcher & Co., N. Y. *sa*

BENSINGER'S, Louisville (department store). *sp*

BENSON & HEDGES, New York (Virginia Rounds). Agency: Arthur Kudner Inc., N. Y. *ne sa*

BERKSHIRE KNITTING MILLS, Reading, Pa. (hosiery). Agency: Geare-Marston, Philadelphia. *sp sa*

BEST BREWING Co., Chicago. *sp*

BEST FOODS, New York (Hellman's mayonnaise, Nucoa, etc.). Agency: Benton & Bowles, N. Y. *n sa*

BETHLEHEM STEEL Co., Bethlehem, Pa. Agency: Jones & Brakeley, N. Y. *sp*

BEVERAGES OF AMERICA, Hollywood (Chukker). Agency: Barnes Chase Co., Los Angeles. *t*

BIBLE INSTITUTE, Los Angeles (religious). Agency: Smith & Bull Adv., Los Angeles. *sp*

BIBLE MISSION Co., New York. *sa*

BICKFORD'S, New York (restaurants). Agency: Roberts & Reimers, N. Y. *sa*

BISCEGLIA BROS. WINE Corp., Philadelphia. Agencies: J. M. Korn & Co.. Phila.; Pettinella Adv., N. Y. *sp ne sa*

L. BLAU & SONS, L. I. City, N. Y. (dry cleaner). Direct. *sp*

BLOCK DRUG Co., Jersey City. Agencies: Redfield-Johnstone, N. Y.; Raymond Spector Co., N. Y. (Gold Medal capsules); J. Walter Thompson, N. Y. (Dentu Grip). *ta t sp sa*

BLOOMINGDALE BROS., New York (department store). Agency: H. W. Fairfax Adv., N. Y. *sa sp*

BLOSSER Co., Atlanta (medicated cigarettes). Agency: Atherton & Currier, N. Y. *sa*

BLUE MOON FOODS Inc., Thorp. Wis. (cheese). Agency: Reincke, Ellis, Younggreen & Finn, Chicago. *ta*

BLUE RIBBON BOOKS. N. Y. (educational series). Agency: Northwest Radio Adv. Co., Seattle. *t sa*

BOEING AIRCRAFT Corp., Seattle. *sp*

BOEKE FEED Co., Des Moines. Agency: Wallace Adv. Agency, Des Moines. *sa*

H. C. BOHACK Co., New York (Tenderay Beef). Agency: E. M. Freystadt Assoc., N Y. *sp sa*

BOHEMIAN DISTRIBUTING Co., Los Angeles (Acme Beer). Agency: Brisacher, Davis & Staff, Los Angeles. *ta t*

BOND STORES, New York (men's clothes). Agency: Neff-Rogow, N. Y. *sa sp*

BOOK LEAGUE OF AMERICA, New York (subsidiary of Doubleday-Doran & Co., N. Y.). Agencies: Huber Hoge & Son, New York; Raymond Spector Co., N. Y. *sp sa*

BOOKHOUSE FOR CHILDREN, Chicago. Agency: Presba, Fellers & Presba, Chicago. *sp sa*

BOOK-OF-THE-MONTH CLUB, New York.

BORDEN Co., New York (dairy products). Agencies: BBDO, N. Y.; Young & Rubicam, N. Y.; (Reid's Ice Cream) Pedlar & Ryan, N. Y.; Kenyon & Eckhardt, N. Y. *sa*

BORDEN Co., Toronto (milk products). Agency: Young & Rubicam, Toronto. *sp*

BOSCO Co., New York (milk amplifier). Agencies: Kenyon & Eckhardt, N. Y.; McCann-Erickson Inc., N. Y. *sa sp*

BOTANY WORSTED MILLS, Passaic, N. J. (cleaning fluid). Agency: Alfred J. Silberstein Agency, N. Y. *sp te*

BOURJOIS Inc., N. Y. (cosmetics). Agency: Foote, Cone & Belding, N. Y. *sp*

A. S. BOYLE Co., Jersey City (Old English wax, Rug-Sta, Samoline, Fly Ded, Black Flag, 3-In-One oil). Agency: Blackett-Sample-Hummert, N. Y. *n sp*

A. S. BOYLE Co., Los Angeles (Harmony vitamins, Aspertane) (Pacific Coast branch). Agencies: J. Walter Thompson Co., San Francisco; Brisacher, Davis & Van Norden, Los Angeles. *ne sp sa*

WALTER N. BOYSEN Co., Oakland, Cal. (paint). Agency: Emil Reinhardt Adv., Oakland. *sa*

E. J. BRACH & SONS, Chicago (candy). Agencies: U. S. Adv. Corp.. Chicago; Sherman K. Ellis & Co., Chicago. *sa ta*

BRANDRAM-HENDERSON Ltd. (paints). Agency: Stanfield & Blaikie, Montreal. *ta*

BRAUN BAKING Co., Pittsburgh. Agency: W. E. Long Co., Chicago. *sp*

BREAKFAST CLUB COFFEE, Los Angeles. Agency: Lockwood-Shackelford Adv. Agency. Los Angeles. *sp sa*

BREYER ICE CREAM Co., Philadelphia. Agency: McKee & Albright, Philadelphia. *sa*

C. A. BRIGGS Co., Cambridge, Mass. (H—B cough drops). Agencies: Horton-Noyes Co, Providence; Samuel C. Croot, N. Y. *sa ta sp*

BRISTOL-MYERS Co., Canada, Montreal (Sal Hepatica). Agency: Ronalds Adv. Agency, Montreal. *sa*

BRISTOL-MYERS Co., New York (Sal Hepatica, Ipana toothpaste, etc.). Agencies: Young & Rubicam, N. Y. (Minit Rub, Ipana, Sal Hepatica); Pedlar & Ryan, N. Y. (Rubberset products, Ingram's shaving cream, Vitalis hair tonic, Mum). *n sp t ne*

BRITISH-AMERICAN OIL Co., Toronto (gasoline). Agency: J. Walter Thompson Co., Toronto. *sp*

BROADWAY DEPT. STORE, Los Angeles. Agency: Lee Ringer Adv., Los Angeles. *ne sp sa*

BROOKSIDE DISTILLING Corp., Scranton, Pa. Agency: Henry W. Gann, Scranton. *ta*

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh, Kool, Avalon, Wings cigarettes, Bugler cigarette tobacco). Agencies: BBDO, N. Y.; (Avalon cigarettes), Russel M. Seeds Co., Chicago. *t sp n*

BROWNSTEIN-LOUIS Co., Los Angeles (Hendan shirts). Agency: The Mayers Co., Los Angeles. *ta*

BRUCKMANN BREWING Co., Cincinnati. *sp*

LANE BRYANT, New York (clothing). Agencies: Huber Hoge & Sons, N. Y.; E. H. Brown, Chicago; Erland Adv., N. Y.; Cramer-Tobias-Meyer, N Y. *sa ne*

W. K. BUCKLEY Ltd., Toronto. Agency: Walsh Adv. Co. Ltd., Toronto. *ta*

BUITONI PRODUCTS, New York (spaghetti & sauce). Agency: Carlo Vinti Adv., N. Y. *ta*

BULLOCK'S Inc. (dept. store). Los Angeles. Agency: Dana Jones, Los Angeles. *ta sp*

BULOVA WATCH Co.. New York (Bulova timepieces). Agency: Biow Co., N. Y. *sa*

BULOVA WATCH Co., Toronto. Agency: MacLaren Adv. Co., Toronto. *sa*

BUNGE & BORN, Argentina parent company of S. A. Alba (paints, enamels and varnishes). Agency: McCann-Erickson, Buenos Aires.

BUNTE BROS. CANDY Co., Chicago (Tango bars). Agency: Presba, Fellers & Presba, Chicago. *sa sp*

BURMA-VITA Co., Minneapolis (Burma-Shave). Agencies: Hays MacFarland & Co., Chicago; MacFarland, Aveyard & Co., Chicago. *ta sa n*

JOSEPH BURNETT Co., Boston (flavoring extracts). Agency: H. B. Humphrey Co., Boston. *sa*

BURNHAM & MORRILL Co., Portland. Me. (B & M baked beans). Agency: Charles W. Hoyt Co., Boston. *ta sa*

BURRUS MILL & ELEVATOR Co., Fort Worth (flour). Agencies: Cy Leland, Fort Worth; Rowland Broiles Co., Fort Worth. *t sp ne*

BURTON'S FOODS. Chicago (Burton's Mustard). Agency: Burton Browne Inc., Chicago.

BUSCH CREDIT JEWELERS, N. Y. (chain). Direct. *sa*

BU-TAY PRODUCTS, Los Angeles (Raindrops detergent) Agency: Glasser-Gailey & Co., Los Angeles. *sa*

BUTLER MFG. Co., Kansas City (oil & farm equipment). Agency: R. J. Potts-Calkins & Holden, Kansas City. *sp*

BYERS FOUR MILLS, Camrose, Alta. (cereals). Agency: Stewart-McIntosh, Calgary, Alta. *t*

## C

CALAVO GROWERS OF CALIFORNIA, Los Angeles (avacados). Agencies: Lord & Thomas, Los Angeles; J. Walter Thompson Co., San Francisco. *rn sp sa*

DR. W. B. CALDWELL Inc., Monticello, Ill. (proprietary). Agency: Sherman & Marquette, Chicago. *ta t*

CALIFORNIA CONSERVING Co, San Francisco (cucumber seed). Agency: Brisacher, Davis & Van Norden, San Francisco. *sp*

CALIFORNIA DAIRY COUNCIL, San Francisco. Agency: BBDO, San Francisco. *sa*

CALIFORNIA FICGO Co., Los Angeles (Ficgo, coffee substitute). Agency: Culbreth Co., Los Angeles. *sa*

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges). Agencies: Lord & Thomas, Los Angeles & Toronto; Foote, Cone & Belding, Los Angeles. *n ne*

CALIFORNIA PROCESSORS & GROWERS, San Francisco. Agency: Foote, Cone & Belding, San Francisco. *sa*

CALIFORNIA SPRAY CHEMICAL Co., Richmond, Cal. (bug spray). Agency: Long Adv. Service, San Francisco, Cal, *sa*

CALIFORNIA WINE Co., Chicago (Baloma wines). Agency: Erwin Meyerso Co., Chicago. *ne*

CALLITE TUNGSTEN Corp., Union City N. J. Agency: Albert Frank-Guenther Law New York.

CALO FOOD PRODUCTS, San Francisco (dog food). Agencies: Theodore H. Segal Adv., San Francisco; Frank Wright & Assoc., Oakland. *sp sa*

WM. CAMERON & Co., Waco, Texas (lumber).

CAMPANA SALES Corp., Batavia, Ill. (Italian Balm). Agencies: Aubrey, Moore & Wallace, Chicago. Wallace, Ferry, Hanley, Chicago. *n sa sp*

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal). Agency: H. W. Kastor & Sons, Chicago. *sa ta sp ne*

CAMPBELL SOUP Co., Camden (Campbell soups, Franco-American foods). Agencies: Ward Wheelock Co., Philadelphia; Ruthrauff & Ryan, N. Y. *sp n*

CANADA BREAD Co., Toronto (chain bakers). Agency: James Fisher Co., Toronto. *t*

CANADA DRY GINGER ALE, New York (Canada Dry). Agency: J. M. Mathes, N. Y. *ta sp t sa*

CANADA DRY GINGER ALE, Toronto. Agency: MacLaren Adv. Co. Ltd., Toronto. *sp*

CANADA PACKERS Ltd., Toronto (meat products). Agency: Cockfield, Brown & Co., Winnipeg. *ne*

CANADA STARCH Co., Toronto (corn syrup). Agency: Vickers & Benson, Toronto. *sp sa t*

CANADIAN CHEWING GUM Co., Toronto (Dentyne). Agency: Baker Adv. Agency. *sa*

CANADIAN MARCONI Co., Montreal (radio receivers). Agency: Cockfield Brown & Co., Montreal. *sa ta*

CANADIAN WATERPAINTS, Montreal Agency: J. J. Gibbons Ltd., Montreal. *s*

CAPITOL THEATRE, New York. *sa*

CAPWELL, SULLIVAN & FURTH, Oakland, Cal. (dept. store). Agency: Sidney Garfinkel Adv. Agency, San Francisco.

CAREY SALT Co., Hutchinson, Kan. Agency: McJunkin Adv. Co., Chicago. *t sa sp*

CARGILL Inc., Minneapolis (livestock feeds). Agency: Olmstead & Foley, Minneapolis. *sa*

CARLETON & HOVEY Co., Lowell, Mass. (Father Johns medicine). Agency: John W. Queen, Boston. *sa*

CARNATION Co., Milwaukee (canned milk). Agency: Erwin, Wasey & Co., Chicago. *sp t*

CARNATION Co., Toronto (milk). Agency: Baker Adv. Agency, Toronto. *t sp*

CARSON, PIRIE, SCOTT & Co., Chicago (dept. store). Agencies: Wade Adv. Agency, Chicago; Smith, Benson & McClure, Chicago. *sp*

CARTER COAL Co., New York (coke). Agency: Ralph H. Jones Co., Cincinnati. *sp rn t*

CARTER PRODUCTS, New York (liver pills, Arrid). Agencies: Street & Finney, N. Y.; Small & Seiffer, N. Y.; J. Walter Thompson Co., N. Y. (Superin, Aspirin); Stack-Goble, N. Y.; Roche, Williams & Cunnyngham, N. Y.; Ted Bates Inc., N. Y. (liver pills, Arrid). *sp ta t*

CARUSA & RINELLA Inc., Schenectady (Blue Bird Citrus Fruits). Agency: Robert C. Russell Inc., Schenectady. *sa*

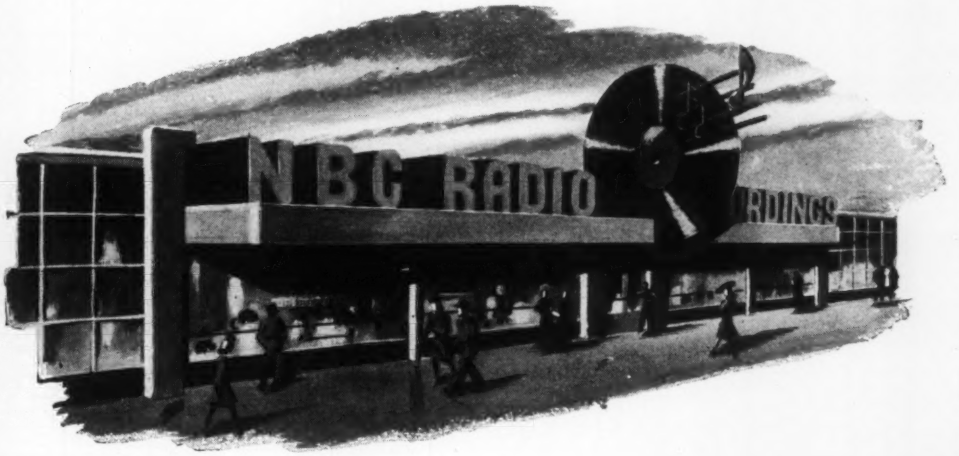
THE CASITE Corp., Hastings, Mich. (Casite). Agency: Keeling & Co., Indianapolis. *ta*

GEO. W. CASWELL & Co., San Francisco (coffee & tea). Agencies: Long Adv. Service, San Francisco; Botsford, Constantine & Gardner, San Francisco. *n*

CELANESE CORP. OF AMERICA, New York. Agency: Young & Rubicam, N. Y. *n sp t*

CENTAUR Co., Rahway, N. J. (ZBT baby powder, Fletcher's Castoria). Agencies Pedlar & Ryan, New York (Molle); Young & Rubicam, N. Y. *sa sp*

CENTLIVRE BREWING Corp., Fort Wayne. Agency: Westheimer & Co., St. Louis. *ne sp*



# The SUPER-MARKET of Recorded Radio Shows

IF you are looking for sure-fire, ready-made programs to solve the help problem, have a look at the shelves at radio's super-market, the NBC Radio-Recording Division.

You'll find a show for every taste, well-seasoned and neatly packaged, unrationed and far below the ceiling prices.

NBC's list of syndicated features contains many programs of varied lengths and varied subjects . . . all within a price range which enables you to keep the budget balanced . . . all of *proven* worth.

Here are a few of the outstanding buys:

**The Weird Circle**—spine-tingling mysteries by master storytellers of the past;

**Modern Romances**—real-life love stories, vibrant enough for the young, mellow enough for the old, from the pages of Modern Romances Magazine;

**Stand by for Adventure**—tales of exciting happenings in far places, among strange people;

**Through the Sport Glass**—a close-up of America's sports personalities and events with Sam Hayes.

The big-time list goes on and on—The Name You Will Remember, Let's Take a Look in Your Mirror, Betty and Bob, Time Out for Fun and Music, Getting the Most Out of Life Today—and many others.

And don't forget radio's super-market has a catering department too—to build programs to your specifications.

*Also see advertisement page 335*

National Broadcasting Co.

A Service of Radio Corporation of America

**NBC RADIO-RECORDING DIVISION**

**AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS**

*RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill.*
*Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.*

One Package
ROCK ISLAND
EAST MOLINE
BETTENDORF
MOLINE
MILAN
SILVIS
DAVENPORT
RAPID CITY
CARBON CLIFF
HAMPTON
PORT BYRON
TRI-CITIES
211,000 POPULATION

**America's 40th Market**

When your pencil hovers over "ROCK ISLAND", or "MOLINE, Ill.", or "DAVENPORT, Iowa", in running through the list of cities possible for that radio campaign . . .

**By All Means, STOP! . . .**

Because you're really considering the TRI-CITIES, America's 40th Market! Yes, eleven contiguous cities and towns, making up one unbroken market city, just like greater New York and its boroughs. Here's a city area of 211,000 war prosperous customers! Here's a city market larger than the cities of Dayton, Syracuse, Oklahoma City, and many other important points, —"musts" on most advertisers' lists! That's why your schedule should include . . .

**THE TRI-CITIES**
**America's 40th Market**

Bir . . . . . . 255,
San Antonio . . . . 253,504
Providence. . . . . 244,791
Akron . . . . . . . . 223,844
Omaha . . . . . . . .
**TRI-CITIES . . . 211,000**
. . . . . . . . . 210,718
Dayton . . . . . . . 205,967
Syracuse . . . . . . 204,424
Oklahoma City . . 203,341
San Diego . . . . . 193,694
Worcester . . . . . 193,042
Richmond . . . . .
*Census Bur. Est. (1942)

For best results in America's 40th Market, use the station a big majority of the "local" advertisers use. Avail yourself of the proved value of intensive coverage "from within". Place that radio schedule on the TRI-CITIES' popular, right-at-home "salesman", in Illinois and Iowa, Radio Station . . .

**WHBF**
5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

**Howard H. Wilson Co., Nat. Representatives**

# 1943 NATIONAL-REGIONAL RADIO ADVERTISERS

CENTRAL BUILDING & LOAN Co., Oakland, Cal. (loans). Agency: Ryder & Ingram, Oakland. *ne*

CENTRAL PAINT & VARNISH Co., Brooklyn. Agency: A. W. Lewin & Co., N. Y.

CENTRAL WINERY, Fresno, Cal. (Legend, Lango, Golden Wine brands). Agencies: Weiss & Geller, New York; Gerald F. Thomas Adv. Corp., Fresno. *sa*

CEROPHYL LABS, Kansas City (Viet vitamin tablets). *ne*

CERTIFIED EXTRACTS, New York (Dolan's Cakex). Agency: Duane Jones Co., New York. *sa*

CHAMBERLAIN SALES Corp., Des Moines (cosmetics). Agency: Cary-Ainsworth, Des Moines. *sa ta*

CHAMBERLIN LABS., Des Moines (hand lotion). Agency: Cary-Ainsworth, Des Moines. *n sp sa.*

CHARMS CANDY Co., Bloomfield, N. J. (Tastyeast). Agency: C. L. Miller Co., N. Y. *sa*

DR. A. W. CHASE MEDICINE Co., Oakville, Ont. Agency: Ardiel Adv. Agency, Oakville, Ont. *ta sa*

CHATTANOOGA MEDICINE Co., Chattanooga (proprietary). Agencies: Nelson Chesman & Co., Chattanooga; McCann-Erickson, N. Y. *sa sp ta*

CHEESE BOX, Lake Geneva, Wis. (assorted cheeses). Agency: Caples Co., Chicago. *sa*

CHEF BOY-AR-DEE QUALITY FOODS, Milton, Pa. (spaghetti). Agency: McJunkin Adv. Co., Chicago. *ne*

CHEMEX Corp., N. Y. *sa*

CHEMICALS Inc., San Francisco and Oakland (Vano). Agencies: Botsford, Constantine & Gardner, San Francisco; Sidney Garfinkle A. A, San Francisco; Garfield & Guild, San Francisco. *sp sa*

CHESEBROUGH MFG. Co., New York (vaseline products). Agencies: McCann-Erickson, N. Y.; Pedlar & Ryan, N. Y. *n sa sp*

CHEVROLET MOTOR Co., Detroit (motor cars). Agency: Campbell-Ewald Co., Detroit. *rn sa ne*

CHICAGO DAILY NEWS, Chicago (newspaper). Agency: Schwimmer & Scott, Chicago. *t sp sa*

CHICAGO MAIL ORDER Co., Chicago. Agency: Buchanan & Co., Chicago. *sp*

CHICAGO, MILWAUKEE & ST. PAUL & PACIFIC RY., Chicago. Agency: Roche, Williams & Cunnyngham, Chicago. *ta*

CHICAGO SUN, Chicago (newspaper). Agencies: Wade Adv. Agency, Chicago; MacFarland-Aveyard & Co., Chicago. *ne*

CHILDREN'S BIBLE HOUR, Grand Rapids Wolverine Network, Grand Rapids. *sp*

CHLORINE SOLUTIONS Inc., Los Angeles (Hy-Pro). Agency: Barton A. Stebbins Adv., Los Angeles. *sa sp n*

CHOCOLATE PRODUCTS Co., Chicago (candy products). Agency: McCord Co., Minneapolis. *sp*

CHRISTIAN SCIENCE MONITOR, Boston. Agency: A. W. Ellis Co., Boston. *sa*

CHRISTIAN SCIENCE CHURCHES, New York (direct). *sp*

CHRISTIE-BROWN & Co., Toronto (bread). Agency: Cockfield Brown & Co., Toronto. *sp*

CHRISTMAS CLUB, New York. Agency: Brooke, Smith, French & Dorrance, N. Y. *ta*

CHRYSLER BLDG. CORP., New York *sa*

CHRYSLER Corp., Detroit (Chrysler, Dodge, DeSoto, Plymouth, Fargo autos & trucks). Agencies: Ruthrauff & Ryan, N. Y. (Dodge); J. Stirling Getchell, N. Y. (Plymouth, DeSoto); Lee Anderson Adv. Co., Detroit; McCann-Erickson, Detroit (sales div.). *n sa ta*

CHURCH & DWIGHT, New York (soda). Agency: Brooke, Smith, French & Dorrance, N. Y. *sa t*

CHURCH OF THE COVENANTS, Dayton (religious). Agency: Stanley G. Boynton Detroit. *t*

CHURNGOLD Corp., Cincinnati (margarine). Agency: W. F. Holland Agency, Cincinnati. *sa*

CHURNO FOOD PRODUCTS, Hollywood (butter substitute). *sa*

CITIES SERVICE CO., New York (petroleum products, power). Agency: Foote, Cone & Belding, N. Y. *n sa sp*

CITIES SERVICE OIL Co., Toronto. Agency: Spitzer & Mills, Toronto. *sp sa*

CITRUS PRODUCTS Co., Chicago. *t*

HAROLD H. CLAPP Inc., Rochester. Agencies: Young & Rubicam, N. Y.; McCann-Erickson Inc. *n ta*

D. L. CLARK Co., Pittsburgh (candy). Agency: Albert P. Hill Co., Pittsburgh. *sa ta n sp*

CLARK BROS. CHEWING GUM Co., Pittsburgh. Agency: Walker & Downing, Pittsburgh.

F. W. CLEMENTS Products Co., Rochester, N. Y. (patent medicine). Agencies: Hutchins Adv. Co., Rochester; Armand S. Weil Co., Buffalo. *sp*

CLIQUOT CLUB Co., Millis, Mass. (gingerale, soda). Agency: N. W. Ayer & Son, N. Y. *sa ta*

CLUB ALUMINUM PRODUCTS Co., Chicago (aluminum cleaner). Agency: Blackett-Sample-Hummert, Chicago. *sa*

COCO COLA Co., Atlanta (beverage). Agency: D'Arcy Adv. Co., St. Louis. *n sp t*

COCHECO BOTTLING Co., Rochester (orange crush). *ta*

COCILANA Inc., N. Y. (cough nips). Agency: Al Paul Lefton, Philadelphia. *sa ne*

COLGATE-PALMOLIVE-PEET Co., Jersey City (soap, cosmetics). Agencies: Sherman & Marquette, Chicago (Cashmere Bouquet, Halo, tooth powder, Colgate shave creams); Ted Bates Inc., Chicago (dental cream, Palmolive shave cream, Octagon, Klek, Palmolive soap, Vel); Ward Wheelock Co., N. Y.; Wm. Esty & Co., N. Y. (Super Suds); Leon Livingston Adv, San Francisco. *n sa sp ta t*

COLGATE-PALMOLIVE-PEET Co., Toronto. Agencies: L. J. Haegarty & Assoc.; Lord & Thomas, Toronto. *n rn*

COLLEGE INN FOOD PRODUCTS Co., Chicago (College Inn Chili). Agency: Weiss & Geller, Chicago. *sa*

COLONIAL DAMES Corp., Los Angeles (cosmetics). Agency: Glasser-Gailey & Co., Los Angeles. *sa ta ne n sp*

COLUMBIA BAKING Co., Atlanta. Agency: Freitag Adv. Agency, Atlanta. *ta*

COLUMBIA PICTURES Corp., New York. Agency: Weiss & Geller, N. Y. *sa*

COLUMBIA RECORDING Corp., Bridgeport (phonograph records). Agency: Benton & Bowles, N. Y. *n sp ta sa t*

COMET RICE Co., New York. Agency: Leche & Leche, Dallas. *sa*

COMMERCIAL ALCOHOLS, Montreal (anti-freeze). Agency: McConnell Eastman Co., Montreal. *sa*

CAMPAGNIE PARISIENNE, San Antonio (perfume). Agency: Northwest Radio Adv. Co., Seattle. *t ta sp*

G. E. CONKEY Co., Cleveland (poultry feed). Agency: Rogers & Smith Adv. Agency, Chicago. *sp sa*

CONSOLIDATED BISCUIT Co., Chicago. Agency: Mitchell-Faust, Chicago. *sp*

CONSOLIDATED BOOK PUBLISHERS, Chicago. *t*

CONSOLIDATED CIGAR Corp., New York (Dutch Masters, etc). Agency: Erwin, Wasey & Co., N. W. *n sa sp ta*

CONSOLIDATED DRUG Co. *sa*

CONSOLIDATED DRUG TRADE PRODUCTS, Chicago (perfumes). Agencies: Benson & Dall, Chicago (Velure hand lotion, Zymole Trokeys); Arthur Meyerhoff & Co., Chicago. *sp*

CONSOLIDATED DRUG TRADE PRODUCTS (Proprietaries). Agency: United Adv. *sp t*

CONSOLIDATED HAIR GOODS Co., Chicago (Fij-Oil Shampoo). Agency: Malcolm-Howard, Chicago.

CONSOLIDATED MERCHANTS, Los Angeles. Agency: Charles H. Stahl Adv., Hollywood. *sp*

CONSOLIDATED ROYAL CHEMICAL Corp., Chicago (proprietary). Agencies: Benson & Dall, Chicago (Krank's Shave Cream); Arthur Meyerhoff, Chicago. *t*

CONSOLIDATED TEA Co., Brooklyn (Swee Touch Nee Tea). Agency: Peck Adv., N. Y.

CONSUMERS POWER Co., Kalamazoo. Agency: N. W. Ayer & Son, N. Y. *sa*

CONTI PRODUCTS Corp., New York (soap). Agency: Bermingham, Castleman & Pierce, N. Y. *n ne*

CONTINENTAL BAKING Co., New York (Wonder bread & Hostess cake). Agencies: Benton & Bowles, N. Y.; Ted Bates Inc., N. Y. *sa sp ta*

CONTINENTAL OIL Co., Ponca City, Okla. (Conoco). Agency: Tracy-Locke-Dawson, New York. *ta sa sp*

CONTINENTAL RADIO & TELEVISION Corp., Chicago (radios). Agencies: Critenden & Eger, Chicago; Radio Adv. & Service Bureau, N. Y. *n sp*

COOPER & COOPER Inc., Brooklyn (razor blades). Agencies: Heffelfinger Agency, N. Y.; Casanave & Pearson, N. Y. *sa*

COOPER BREWERY, Manayunk, Pa. Agency: Earle Buckley, Phila. *sp*

COOPERATIVE LEAGUE OF THE USA, New York (regional co-op groups representative). Agency: Atherton & Currier, N. Y. *sp*

DR. B. L. CORLEY'S PRODUCT, San Francisco (medicinal). Agency: Rhodes & Davis Adv., San Francisco. *sp*

CORN PRODUCTS SALES Co., New York. Agencies: Gotham Adv. Co., N. Y. (Karo); C. L. Miller Co., N. Y. (Kremel, Mazola, Linit). *sa*

CORONET MAGAZINE, Chicago. Agency: Schwimmer & Scott, Chicago. *ta*

THE CORSETERIUM, Brooklyn, N. Y. (chain store). Agency: A. W. Lewin Inc., N. Y. *sa*

G. N. COUGHLAN Co., West Orange, N. J. (Chimney Sweep Soot destroyer). Agency: Advertising Associates, Newark. *sa.*

COUNCIL OF CANDY, Chicago. Agency: BBDO, Chicago. *sp ne*

CRAWFORD CLOTHES, New York. Agency: Al Paul Lefton Co., N. Y. *sa n ne*

CRAZY WATER Co., Mineral Wells, Tex. (Crazy Water Crystals). Agencies: Benson & Dall, Chicago; Rogers & Smith, Dallas. *rn t*

CREAM OF WHEAT Corp., Minneapolis (cereal). Agency: BBDO, Minneapolis. *n sp*

B. CRIBARI & SONS, San Francisco (Cribari wines). Agency: J. H. Diamond Inc., San Francisco. *sa*

CROSSE & BLACKWELL, Baltimore (food). Agency: Van Sant, Dugdale & Co., Baltimore, *sa*

CROWELL PUBLISHING Co., New York (*American, Woman's Home Companion, Colliers*). Agency: McCann-Erickson, N. Y. *sp*

CROWN DIAMOND PAINT Co., Montreal. Agency: McConnell, Eastman & Co., Montreal. *sa*

CROWN DOMINION Oil Co., Hamilton, Ont. Agency: E. W. Reynolds Co., Toronto. *sa*

CROW'S HYBRID CORN Co., Millford, Ill. Agency: Critchfield & Co., Chicago.

CUBBISON CRACKER Co., Los Angeles. Agencies: Adv. Arts. Agency, Los Angeles; Elwood J. Robinson Adv., Los Angeles. *sp*

CUDAHY PACKING Co., Chicago & Kansas City (Puritan ham, Old Dutch Cleanser). Agencies: Roche, Williams & Cunnyngham, Chicago; Reiwitch & Wittenberg, Chicago; Blackett-Sample-Hummert, Chicago; Critchfield & Co., Chicago; Grant Adv., Chicago (Old Dutch Cleanser); Campbell-Sanford Adv. Co., Cleveland. *n sp t sa*

CUMMER PRODUCTS Co., New York & Bedford, O. (Molle shaving cream, Energine, Diamond Dyes). Agency: Young & Rubicam, N. Y. *n sp*

CUNNINGHAM DRUG Co., Detroit. Agency: Simons-Michelson Co., Detroit. *ne*

CURTIS PUBLISHING Co., Philadelphia (*Saturday Evening Post*). Agencies: BBDO, N. Y.; MacFarland, Aveyard, Chicago. *ta*

CURTISS CANDY Co., Chicago (fruit juice, candy). Agency: C. L. Miller Co., New York & Chicago. *n ta sa*

CURTISS-WRIGHT Co., N. Y. Agency: McCann-Erickson, N. Y. *sp*

## D

DAD'S ROOT BEER Co., Chicago (root beer). Agencies: Malcolm-Howard, Chicago; J. M. Korn & Co., Philadelphia. *sa ta*

DAGGETT & RAMSDELL (Canada), Toronto (cosmetics). Agency: Cockfield, Brown & Co., Toronto. *sp*

DAIRY ASSN. Co., Lyndonville, Vt. (Kow-Kare). Agency: Hays Adv. Agency, Burlington, Vt. *t sa*

DALGLISH & Co. Ltd., Toronto (Javex). Agency: MacLaren Adv. Co., Toronto. *sa sp*

VIRGINIA DARE EXTRACT Co., Brooklyn (flavoring extracts). Agency: Scheck Adv. Agency, Newark. *sa*

D'ARRIGO BROS. Boston (Andy Boy broccoli). Agency: Chambers & Wiswell, Boston. *sa*

R. B. DAVIS Co., Hoboken, N. J. (food products). Agencies: Ruthrauff & Ryan, N. Y. (Cocomalt); Murray Breese Assoc.; Charles Dallas Reach, Newark (Cut-Rite waxed paper, Davis baking powder); Charles W. Hoyt Co., N. Y. (O. K. baking powder): Sherman K. Ellis & Co, N. Y. *n sp t sa*

DAY & NIGHT WATER HEATER Co., Monrovia, Cal. Agency: Hixson-O'Donnell Adv., Los Angeles. *sa*

DeFREE CHEMICAL Co. Agency: Roche, Williams & Cunnyngham, Chicago. *ne*

DEHYDRATED YEAST SALES (Hi-do Yeast). Agency: Tandy Adv. Agency, Toronto *ta*

DeKALB AGRICULTURAL Assn., DeKalb, Ill. (hybrid seed corn). Agency: Western Adv. Agency, Racine, Wisc. *sa sp t*

DELANEY SALES CORP., Los Angeles (Spark-O-Lite food supplement). Agency: Warren P. Fehlman Adv. Co., Los Angeles. *sp*

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue coal). Agency: Ruthrauff & Ryan, N. Y. *n sp*

DELAWARE PUNCH Co., San Antonio (soft drinks). Agency: Payne Adv., San Antonio *sp*

DeLONG INSULATION Co., N. Y. (Rock Wool insulation). Agency: Moss Associates, N. Y. *sa*

DENVER CHEMICAL MFG. Co., New York (Antiphlogistine, Gelatest). Agency: Bodger, Browning & Hersey, N. Y. *sa*

DePREE Co., Holland, Mich. Agency: Roche, Williams & Cunnyngham, Chicago

DERBY FOODS Inc., Chicago (Peter Pan peanut butter). Agency: Stack-Goble Adv. Agency, Chicago. *sa*

DERMICO LABS, San Francisco. Agency: Lyon Agency, San Francisco. *sa*

DETROLA Corp., Detroit (radio & electronics mfg.). Agency: Zimmer-Keller Inc., Detroit.

DIAMOND CRYSTAL SALT Co., N. Y. Agency: Benton & Bowles, N. Y. *sa*

DIF Corp., Garwood, N. J. (cleansers). Agency: Grey Adv., New York *sa*

DIMPLE TIE Corp., New York. Agency: Morton Freund, New York. *sp*

DINA-MITE FOOD Co., Los Angeles (Dina-meal-breakfast food). Agency: Brisacher, Davis & Staff, Los Angeles. *sp*

JOSEPH DIXON CRUCIBLE Co., Jersey City (pencils). Agency: Federal Adv., N. Y. *sa ta*

DODDS MEDICINE Co., Toronto (proprietary). Agency: A. J. Denne & Co., Toronto. *ta*

PETER DOELGER BREWING Corp., N. Y. Agency: J. M. Mathes Inc., N. Y. *sa*

DOMINION GOVERNMENT, Ottawa (electric power conservation). Agency: E. W. Reynolds & Co., Toronto. *sa*

DOMINION OF CANADA (Dept. of Agriculture), Ottawa. Agency: J. J. Gibbons, Ltd., Regina. *n sp*

DOMINION OF CANADA (Dept. of Finance), Ottawa, (War Savings Certificates & Bonds). Agency: Canadian Adv. Agency, Montreal. *n sp*

DOMINION OF CANADA (Dept. of Munitions & Supply), Ottawa. Agency: Adv. Agencies of Canada, Toronto. *sa n*

DOMINION OF CANADA (Prices & Trade Board), Ottawa. Agency: Adv. Agencies of Canada, Toronto. *n sp*

DOSSIN'S FOOD PRODUCTS (Pepsi-Cola Bottlers), Detroit, Grand Rapids & Toledo. Agency: Simons-Michelson Co., Detroit.

DOUBLE MIX, Kansas City. Agency: Jerome G. Galvin Adv. Co., Kansas City, Mo. *sp*

DOUBLEDAY, DORAN & Co., New York (books). Agencies: Huber Hoge & Sons, N. Y.; Raymond Spector Co., N. Y. *ta sp sa*

DOUGLAS AIRCRAFT Co., Santa Monica, Cal. Agencies: Biow Co., Hollywood; Essig Co., Los Angeles. *ta*

DOZIER LABS., Bessemer, Ala., (Alcozema). *sp*

DRAKE BAKING Co., Pittsburgh. Agency: Ketchum, MacLeod & Grove, Pittsburgh. *sa*

DREWERY Ltd. of USA, South Bend (beer). Agency: R. A. Moritz Co., Davenport, Ia. *rn ta*

DREZMA, Inc., New York (Drezma). Agency: Blaine-Thompson Co., N. Y. Direct. *sa*

DRUG TRADE PRODUCTS, Chicago. Agency: Benson & Dall, Chicago. See also Consolidated Drug. *sp*

DRUG TRADING Co., Toronto. Agency: A. McKim, Ltd., Toronto.

DRYDEN & PALMER, N. Y. (Gravy Master, seasoning). Agency: Samuel C. Croot Co., N. Y. *sa*

DRYDOCK SAVINGS INSTITUTION, New York. Agency: Anderson, Davis & Platte, N. Y. *sp sa*

DRYGOODS RETAILERS, Inc., New York (Ruby Lane stores). Agency: Neff-Rogow, Inc., N. Y. *sa*

DUBONNET Corp., New York (wines). Agency: William H. Weintraub & Co., N. Y.

DUCHESS D'ANDRE PERFUME Co., Chicago. Agency: J. L. Stewart Agency, Chicago. *sa*

P. DUFF & SON, Pittsburgh (Gingerbread Mix). Agency: W. Earl Bothwell Adv. Agency, Pittsburgh. *sp ta sa*

DUFFY-MOTT Co., New York (Sunsweet prune juice, apple juice). Agency: Al Paul Lefton Co., Philadelphia. *rn sp.*

DUGAN BROS. OF NEW JERSEY, Newark (bakers). Agency: Charles Dallas Reach Co., Newark.

DUNN SHOE STORES, Philadelphia (retail shoes). *sp*

E. I. DU PONT de NEMOURS & Co., Wilmington, Del. Agency: BBDO, N. Y. *sp*

DUQUESNE BREWING Co., Pittsburgh (Silvertop beer). Agency: Walker & Downing, Pittsburgh. *sp*

DURKEE FAMOUS FOODS, Elmhurst, N. Y. Agency: Duane Jones Co., N. Y.

## E

EAGLE FLOUR MILLS, Denver. Agency: Woolley & Hunter, Denver. *sa*

EAGLE PENCIL Co., N. Y. (pencils). Agency: Albert Frank-Guenther Law, N. Y. *t*

EAGLE VINEYARDS, San Francisco (Baronet wine). Agencies: Sidney Garfinkel Adv. Agency, San Francisco; Frederick Seid, San Francisco. *ta*

ECKHARDT & BECKER BREWING Co., Detroit. Agency: Martin Frank, Inc., Detroit. *sa*

EDELBRAU BREWERY, Brooklyn. Agency: Roy S. Durstine Inc., New York. *sp sa*

DWIGHT EDWARDS Co., San Francisco (Safeway coffee subsidiary). Agency: McCann-Erickson, San Francisco. *sa*

JOHN EICHLER BREWING Co., New York. Agency: Geare-Marston, Inc., Philadelphia. *sp sa*

JOHN EICHLER BREWING Co., N. Y. Agency: Geare-Marston, N. Y. *sp*

EL MODELO MEDICINE Co., San Antonio (Fir-vita-tone tonic). *sp*

ELGIN WATCH Co., Chicago. Agency: J. Walter Thompson Co., Chicago. *n*

ELLIS AIR TRANSPORT, Ketchikan, Alaska. *sa*

DR. ELLIS SALES Co., Pittsburgh (cosmetics). Agency: Smith, Taylor & Jenkins, Pittsburgh. *sa sp*

ELWAY FOOD PRODUCTS, New York (Vitamalt). Agency: H. A. Salzmann Associates, N. Y. *t*

EMERSON DRUG Co., Baltimore (Bromo-Seltzer). Agency: Ruthrauff & Ryan, N. Y. *n ta sp*

EMMCO INSURANCE Co., South Bend. Agency: MacDonald-Cook Co., South Bend. *ne sp*

EMPIRE GOLD BUYING SERVICE, New York. Agencies: Harry Oppenheimer, N. Y.; Furman, Feiner & Co., N. Y.; Carl Colman, Inc., N. Y. *sa.*

EMPIRE WALL PAPERS, Toronto. Agency: A. McKim, Ltd., Toronto. *sa*

J. C. ENO, Ltd., New York (effervescent salts). Agency: Atherton & Currier, N. Y. *sa ta t*

J. C. ENO, Ltd., Toronto (toothpaste, Eno's salts). Agency: Atherton & Currier, Toronto. *sa sp t*

ESQUIRE PUBLICATIONS, Inc., Chicago (*Coronet*). Agency: Schwimmer & Scott, Chicago. *t sa*

ESSLINGER, Inc., Philadelphia (beer). Agency: Gray & Rogers, Philadelphia.

ETHYL GASOLINE Corp., New York (petroleum products). Agencies: BBDO, N. Y.; Pacific Market Builders, Los Angeles. *sp n sa*

ETON PUB. Corp., New York (pub. "Young America"). Direct.

GEORGE B. EVANS LABS., Philadelphia (eye lotion). Agency: John Falkner Arndt & Co., Philadelphia. *sa*

EVER-DRY Corp., Los Angeles (deodorant). Agency: Glasser-Gailey & Co., Beverly Hills, Cal. *sa*

EVERGLO VITAMIN Co., New York. Agency: Director & Lane, New York. *sa*

EVERSHARP, Inc., Chicago (pens, pencils). Agency: Biow Co., N. Y. *n sp.*

EX-LAX MFG. Co., Brooklyn (laxative). Agencies: Joseph Katz Co., Baltimore; Cockfield & Brown, Montreal. *t ta sa*

## F

FABIAN THEATRES, New York. *sa*

FALSTAFF BREWING Corp., St. Louis (Falstaff beer). Agencies: Ruthrauff & Ryan, N. Y.; Blackett-Sample-Hummert, Chicago. *sp sa n*

FANNY FARMER CANDY SHOPS, Rochester (candy). Agency: J. Walter Thompson Co., N. Y. *sa*

*FARM JOURNAL* MAGAZINE, San Francisco. Agency: Clarence B. Juneau Agencies, Los Angeles. *sa*

FARRAR & RINEHART, N. Y. (publishers). Agency: Franklin Spier and Aaron Sussman, Inc., N. Y. *sa*

FASHION FROCKS, Cincinnati. Agency: Franklin Bruck Adv. Corp., N. Y. *sp*

FATHER JOHN'S MEDICINE Co., Lowell, Mass. Agencies: McConnell, Eastman & Co., Ltd., Montreal; Bertha Bannan, Boston; John W. Queen, Boston. *t sa*

FAULTLESS STARCH Co., Kansas City. Agency: Ferry-Hanly Co., Kansas City. *sp ta*

SAL FAYNE Corp., Dayton. Agency: Douglas Hall, Dayton. *ta*

FRED FEAR & Co., Brooklyn (Chick Chick, Magic Wand egg dye). Agency: Menken Adv., N. Y. *sa t*

FEDERAL INSURED SAVINGS & LOAN Assn., San Francisco. Agency: Leon Livingston, San Francisco. *sp*

FEDERAL LIFE & CASUALTY Co., Elgin, Ill. Agency: J. L. Stewart Agency, Chicago.

FEDERAL OUTFITTING Co., San Francisco (clothing chain). Agencies: Heintz, Pickering & Co., Los Angeles; Allied Adv. Agencies, San Francisco. *ne sp*

CHRISTIAN FEIGENSPAN BREWING Co., Newark (P. O. N. beer). Agency: E. T. Howard Co., N. Y. See P. Ballantine Co. *sp rn*

FELS & CO., Philadelphia (Fels Naptha soap). Agency: S. E. Roberts, Inc., Philadelphia. *n sp t sa*

FEMININE PRODUCTS, New York (Arrid deodorant). Agencies: Street & Finney, N. Y.; Small & Seiffer, N. Y. *ta sa*

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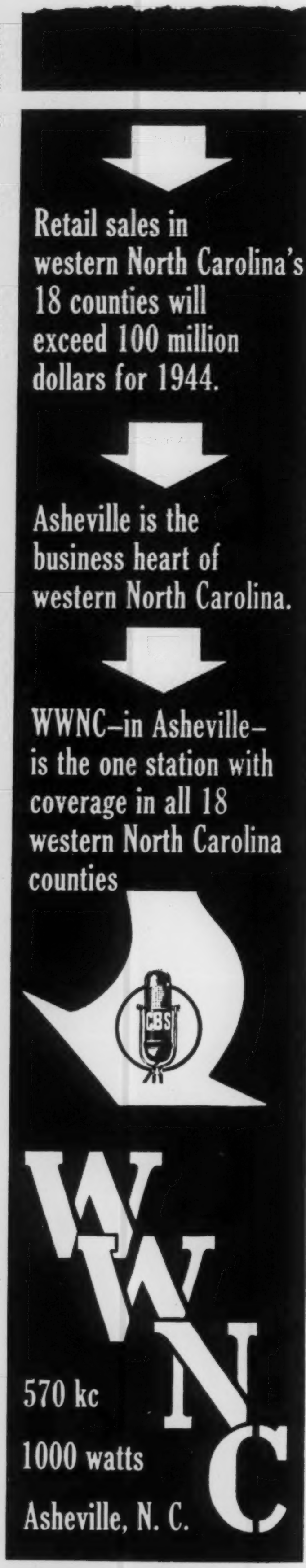

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**MARSHALL FIELD & Co.**, Chicago. Agency: Charles Daniel Frey Adv. Agency, Chicago. *sa sp*

**J. H. FILBERT, Inc.**, Baltimore (margarine). Agency: Courtland D. Ferguson, Inc., Baltimore. *sa*

**FILBERT'S OLD TIME ROOT BEER Co.**, Chicago. *sa*

**WILLIAM FILENE'S SONS Co.**, Boston. Agency: John C. Dowd, Boston. *sa*

**FILLMORE FARMS**, Bennington, Vt. (certified milk). Agency: Hevenor Adv. Agency, Albany, N. Y. *sa*

**FILTREX Co.**, Elizabethtown, N. J. (Heatrex boiler-cleaning compound). Direct. *sa*

**FILTREX Corp.**, Jackson, Mich. (vacuum cleaner) (sub. of Sparks-Withington Co.). Agency: Guy C. Core Co., Jackson. *sa*

**FIRESTONE TIRE & RUBBER Co.**, Akron (tires & tubes). Agencies: Sweeney & James Co., Cleveland; Aubrey, Moore & Wallace, Chicago. *sp t*

**FIRST NATIONAL STORES**, Somerville, Mass. Agency: Badger & Browning, Boston. *rn sa sp*

**FISCHER BAKING Co.**, Newark. Agencies: W. E. Long Co., Chicago; Scheck Adv. Agency, Newark. *ta*

**FISHER FLOURING MILLS Co.**, Seattle (Biskit-Mix flour). Agencies: Pacific National Adv. Agency, Seattle; Izzard Co., Seattle. *sp sa ne n*

**F. W. FITCH Co.**, Des Moines (shampoo). Agency: L. W. Ramsey Co., Davenport. *sp*

**FITZSIMMONS STORES**, Los Angeles (chain grocers). Agency: McElroy Adv., Los Angeles. *ne*

**THE FLAG PET FOOD Corp.**, New York (dog and cat food). Agencies: Sternfield-Godley, Inc., N. Y.; Peck Adv., N. Y.; Harry Salow Agency, N. Y. *ta sa*

**FLEET'S CHAP STICK Co.**, Lynchburg, Va. Agency: Sherman K. Ellis & Co., New York. *ne*

**FLEX-O-GLASS MFG. Co.**, Chicago. Agency: Presba, Fellers & Presba, Chicago. *sa sp t*

**FLORIDA CITRUS COMMISSION**, Tampa (fruit). Agencies: Arthur Kudner, N. Y.; Blackett-Sample-Hummert, N. Y.; W. W. Garrison & Co., Chicago. *sa t n rn*

**FOLEY & Co.**, Chicago (Honey & Tar compound). Agency: Lauesen & Salomon, Chicago. *sa sp*

**J. A. FOLGER & Co.**, San Francisco (Coffee, food). Agencies: Raymond R. Morgan Co., Hollywood; Lord & Thomas, Chicago. *t sp n*

**J. A. FOLGER & Co.**, Kansas City (coffee). Agencies: Lord & Thomas, Chicago; Raymond R. Morgan Co., Hollywood; Grant Adv., Chicago. *sp*

**FOND HOUSEHOLD CLEANER**, Los Angeles. Agency: Raymond Morgan, Hollywood. *sa*

**FONTANA FOOD PRODUCTS Co.**, South San Francisco (noodles, macaroni, spaghetti). Agency: Long Adv. Service, San Francisco. *sa*

**JAMES FORBES TEA & COFFEE Co.**, St. Louis. *sa*

**FORD MOTOR Co.**, Detroit (motor cars). Agencies: Maxon, Inc., Detroit; McCann-Erickson, N. Y.; Cockfield, Brown & Co., Montreal. *n sp sa t rn*

**FOREMAN & CLARK**, Chicago (clothiers). Agency: Firestone Adv. Agency, St. Paul, *sa sp*

**FORT PITT BREWING Co.**, Sharpsburg, Pa. Agency: BBDO, N. Y. & Pittsburgh; Smith, Taylor & Jenkins, Pittsburgh. *sp*

**42 PRODUCTS, Inc.**, Los Angeles (toilettries). Agency: Milton Weinberg Adv. Co., Los Angeles; Hillman-Shane-Breyer, Los Angeles. *t ta*

**FOSTER-MILBURN Co.**, Buffalo (Doan's pills, ice mint). Agencies: Spot Broadcasting, N. Y.; Street & Finney, N. Y. *sa ta ne*

**E. FOUGERA & Co.**, New York (Vapex, etc., Don Juan lipstick). Agencies: Small & Seiffer, N. Y.; Grey Adv. Agency, N. Y.; J. M. Korn, Philadelphia; Birmingham, Castleman & Pierce, N. Y.; Spot Broadcasting, Inc., N. Y. *sa*

**FOUR-WAY LABS.**, St. Louis. Agency: Donahue & Coe, N. Y. *sa*

**I. J. FOX**, New York (furs). Agencies: Louis Kashak, N. Y.; Foley Adv. Co., Cleveland. Direct. *sa sp*

**PETER FOX BREWING Co.**, Chicago. Agency: Schwimmer & Scott, Chicago. *sa sp ta*

**FOX HEAD WAUKESHA Corp.**, Waukesha, Wis. (beer). Agency: Hoffman & York, Milwaukee. *sa*

**FRANK & SEDER, Inc.**, Pittsburgh (department store). Agency: W. Earl Bothwell Adv. Agency, Pittsburgh. *sa*

**FREIHOFER BAKING Co.**, Philadelphia (Hollywood Bread). Agency: Richard A. Foley Adv., Philadelphia.

**FRENCH KITCHEN FOODS Corp.**, Los Angeles. Agency: Elwood J. Robinson Adv., Los Angeles. *ta*

**FRESNO MACARONI Co.**, Fresno (Perfection macaroni). Agency: Ennis Anderson Adv., Fresno. *sp*

**FRITO Co.**, Dallas (salted corn chips). Agency: Ray K. Glenn Adv. Co., Dallas. *sp ne*

**ART FROST**, Glendale, Cal. (DeSoto & Plymouth distr.). Agency: Lockwood-Shackleford Adv., Los Angeles. *sp*

**FROSTED FOODS Corp.** (Birds Eye frosted foods), New York. Agency: Young & Rubicam, New York.

**FROZEN FOODS**, Oakland, Cal. (Honor Brand frozen foods). Agency: Tomaschke-Elliott, Oakland. *sa*

**F. H. FUNDER, Inc.**, Minneapolis. Agency: Sorenson & Co., Chicago. *t*

**FUNK BROS. SEED Co.**, Bloomington, Ill. (seed corn). Agency: E. H. Brown Adv., Chicago. *sp*

**F. J. GALLO WINE Co.**, Modesto, Cal. Agency: Charles H. Mayne Co., Los Angeles. *ta sp n*

## G

**GALVIN MFG. Corp.**, Chicago (radio equipment). Agency: Gourfain-Cobb, Chicago. *sp*

**GAMBARELLI & DAVITTO WINE Co.**, New York. Agency: De Biasi Adv., New York.

**GAMBLE STORES**, Minneapolis (Anti-Freeze). Agency: BBDO, Minneapolis. *sa*

**GARDEN CITY PUBLISHING Co.**, New York (business encyclopedia). Agencies: Huber Hoge & Sons, N. Y.; Northwest Radio Adv. Co., Seattle. *sp*

**GARDNER NURSERY Co.**, Osage, Ia. (plants). Agency: Northwest Radio Adv. Co., Seattle. *n sp t ta sa*

**GARRETT & Co.**, Brooklyn (Virginia Dare wine). Agencies: Sterling Beeson, Inc., Toledo; Ruthrauff & Ryan, Chicago & N. Y. *ta sa*

**GENERAL BAKING Co.**, New York (Bond bread). Agencies: BBDO, N. Y.; Newell-Emmett Co., N. Y.; Ivey & Ellington, Philadelphia; Mitchell-Faust, Chicago. *n sp sa t ta*

**GENERAL CIGAR Co.**, New York. Agencies: Federal Adv. Agency, N. Y. (Van Dyck); J. Walter Thompson Co., N. Y. (White Owl) *ne*

**GENERAL DRY BATTERIES OF CANADA**, Toronto. Agency: A. McKim, Ltd., Toronto. *sp sa*

**GENERAL ELECTRIC Co.**, Schenectady, N. Y., & Bridgeport, Conn., Cleveland, O. (electrical devices). Agencies: Maxon, Inc., N. Y. & Cleveland; BBDO, N. Y.; Foster & Davies, Ceveland; N. W. Ayer & Son, N. Y. *n sa t sp ne*

**GENERAL FOODS Corp.**, New York (Maxwell House Coffee, Grape Nuts, etc.). Agencies: Young & Rubicam, N. Y. (Grape Nuts, Jell-O, Calumet Baking Powder, Frosted Foods, Sanka, La France, Postum); Benton & Bowles N. Y. (Post Toasties, Huskies, Sure-Jell, Baker's, Certo, Diamond Crystal Salt, Maxwell House Coffee, Bran Flakes); Advertisers Broadcasting Co., N. Y. (Diamond Crystal Salt, Maxwell House). *n t sa ta sp*

**GENERAL FOODS, Ltd.**, Toronto (Certo, Palmolive soap, Colgate toothpaste, Halo shampoo). Agency: Baker Adv. Ltd., Toronto. *n sa*

**GENERAL MILLS**, Minneapolis (Gold Medal flour, Kix, etc.). Agencies: McCord Co., Minneapolis; Blackett-Sample-Hummert, Chicago (Kix); Knox Reeves Adv., Minneapolis (Wheaties); Westco Adv. Co., San Francisco (Sperry flour); BBDO, N. Y. *sp sa ta*

**GENERAL MOTORS Corp.**, Detroit. Agencies: D. P. Brother & Co., Detroit; Campbell-Ewald Co. of N. Y.; Campbell-Ewald Co., Detroit; Arthur Kudner, Inc., N. Y.; MacManus, John & Adams, Detroit; BBDO, N. Y. *n sa sp rn ta t*

**GENERAL PETROLEUM Corp.**, Los Angeles. Agency: Smith & Drum, Los Angeles. *rn sa*

**GENERAL SEAFOODS Corp.**, Boston (Forty Fathom Fish). Agency: Alley & Richards Co., Boston & N. Y. *sa*

**GENERAL TIRE & RUBBER Co.**, Akron. Agency: D'Arcy Adv., N. Y. *Sp*

**GERBER Co.**, Memphis (dept. store). Direct. *ne*

**GILCHRIST DEPARTMENT Store**, Boston. Agency: Richard Salinger Co., Boston. *ne*

**GILLETTE SAFETY RAZOR Co.**, Boston. Agency: Maxon, Inc., N. Y. *sp*

**GILLETTE SAFEY RAZOR Co. of Canada**, Montreal. Agency: Maxon, Inc., Detroit. *n*

**L. H. GILMER Co.**, Philadelphia (help wanted). Agency: Geare-Marston, Philadelphia. *sa*

**GILMORE OIL Co.**, Los Angeles (Red Lion, Record Breaker gasoline). Agencies: Botsford, Constantine & Gardner, Los Angeles; Ruthrauff & Ryan, Hollywood. *rn sa ta sp*

**GILSON MFG. Co.**, Guelph, Ont. (furnaces). Agency: R. C. Smith & Son, Toronto. *sp*

**GIMBEL BROS.**, Pittsburgh (dept. store). Agency: J. Grant Co., Philadelphia. *ta sa*

**GLADIOLA FLOUR MILLS**, Sherman, Texas (flour). Agency: Couchman Adv., Dallas. *ne*

**GLIDDEN Co.** (Durkee Famous Foods), Elmhurst, N. Y. Agency: Duane Jones Co., N. Y. *sa*

**GLOBE BREWING Co.**, Baltimore (Arrow beer). Agency: Joseph Katz Co., Baltimore. *sp ne t*

**GLOBE GRAIN & MILLING Co.**, Los Angeles (A-1 flour). Agency: McCann-Erickson, Los Angeles. *t*

**GLOBE MILLS**, Seattle (flour). Agency: McCann-Erickson, San Francisco. *sp sa*

**GOEBEL BREWING Co.**, Detroit (Gold Label beer, Goebel Bantam beer). Agency: Brooke, Smith, French & Dorrance, Detroit. *sp*

**GOLAN WINES**, Los Angeles. Agencies: Brown & Thomas N. Y.; Weiss & Geller, N. Y. *sa sp*

**GOLDBLATT BROS.**, Chicago (department store). Agency: Vanderbie & Rubens, Chicago. *sp*

**GOLDEN AGE Corp.**, Los Angeles (macaroni). Agencies: Brisacher, Davis & Staff, Los Angeles; Hillman-Shane-Breyer, Los Angeles. *sa*

**GOLDEN STATE Co.**, San Francisco (dairy products). Agencies: Ruthrauff & Ryan, San Francisco; Ned Newman Adv. Los Angeles; BBDO, San Francisco. *sp ta ne*

**GOLDMEDAL PRODUCTS Co.**, (Scheer liquid hosiery), Brooklyn. Agency: W. L. Vomack Co., N. Y. *sa*

**SAMUEL GOLDWYN, Inc.**, New York. Agency: Donahue & Coe, New York. *sa*

**GOOCH MILLING & ELEVATOR Co.**, Lincoln, Neb. Agency: Potts-Turnbull, Kansas City, Mo. *sp*

**GOOD LUCK FOOD Co.**, Rochester, N. Y. (prepared desserts). Agency: F. A. Hughes & Co., Rochester. *sp rn sa*

**A. GOODMAN & SONS**, N. Y. (noodles). Agency: Al Paul Lefton Co., N. Y. *sa ne*

**N. C. GOODWIN'S LABS.**, New York (Tobene). Agency: Ray-Hirsch Co., N. Y. *sa*

**GOODYEAR SERVICE STORES**, Los Angeles (Southern Cal. auto accessories chain). Agency: Smith & Bull Adv., Los Angeles. *ne sa t*

**GOODYEAR TIRE & RUBBER Co.**, Akron. Agency: Arthur Kudner, Inc., N. Y. *sp*

**GORDEN BAKING Co.**, Chicago (Silver-cup bread). Agency: C. L. Miller Co., N. Y. *sa*

**GORDON BREAD Co.**, Los Angeles (bread). Agency: The Mayers Co., Los Angeles.

**GORDON GORDON**, Ltd., Toronto (Princess Pat cosmetics). Agency: Frank R. Steel Assoc., Chicago. *sa*

**GOSPEL BROADCASTING** Assn., Los Angeles (religious). Agency: R. H. Alber Co., Los Angeles. *sp*

**GOTHAM SILK HOSIERY**, New York. Agency: Sterling Adv. Agency. *sp*

**GRABOSKY BROS.**, Philadelphia (cigars). Agency: Harry Feigenbaum Adv. Agency, Philadelphia. *sa*

**GRACE BROS.**, Santa Rosa, Cal. (beer). Agency: Ralph Jewell, Oakland. *sp*

**GRAGNANO** Products, San Francisco (spaghetti sauce). Agency: Brisacher, Davis & Van Norden, San Francisco. *sp*

**GRAHAM** Co., New York (Redbow dried grocery products). Agencies: Blaine-Thompson Co., N. Y.; Emil Mogul Co., N. Y.; Commercial Radio Service, N Y. *sa sp*

**GRAYSON** Co, New York (clothes). *sa*

**GREAT ATLANTIC & PACIFIC TEA** Co., Boston. Agency: Paris & Peart, N. Y. *rn sa ta*

**GREAT WEST DISTRIBUTERS**, Calgary, Alta. Agency: Stewart-McIntosh Ltd., Calgary. *ne*

**GRENNAN BAKERIES**, Minneapolis. Agency: Campbell-Mithun, Minneapolis. *sp sa*

**GRIESEDIECK** Bros., Brewery, St. Louis. Agencies: Ruthrauff & Ryan, N. Y. BBDO, Chicago. *sp sa ne*

**GRIESEDIECK WESTERN BREWERY** Co., Belleville, Ill. (Stag beer). Agencies: J. Walter Thompson Co., Chicago; Gardner Adv. Co, St Louis. *sp sa*

**GRIFFIN MFG.** Co., Brooklyn (shoe polish). Agency: Bermingham, Castleman & Pierce, N. Y. *sa n ne sp t ta*

**GROCERY STORE PRODUCTS MFG.** Corp., New York (Kitchen Bouquet). Agency: Duane & Jones Co., N. Y. *ta*

**L. O. GROTHE** Ltd., Montreal (tobacco). Agency: Canadian Adv. Agency, Montreal. *n sp*

**GROVE LABS.**, St. Louis (Bromo-Quinine). Agencies: J. Walter Thompson Co., Chicago; Russel M. Seeds Co., Chicago; H. W. Kastor & Sons, Chicago; Ruthrauff & Ryan, Chicago; Donahue & Coe, N. Y. (Vitamins). *ne*

**GRUEN WATCH** Co., Cincinnati. Agencies: Compton Adv., N. Y.; McCann-Erickson, N. Y. *t sa*

**GRUEN WATCH** Co., Toronto. Agency: Cockfield, Brown & Co., Toronto. *sp*

**CHARLES GULDEN**, New York (mustard). Agency: Charles W. Hoyt Co., N. Y. *sp ne*

**GULF OIL** Corp., Pittsburgh (insecticide spray, oil products). Agency: Young & Rubicam, N. Y. *n t sp*

**GUM LABS.**, Clinton Hgts., Pa. (Ivoryne Peroxide medicated gum). Agency: McCann-Erickson, N. Y.

**GUNTHER BREWING** Co., Baltimore. Agencies: Ruthrauff & Ryan, N. Y.; H. E. Hudgins, Baltimore. *sp sa t*

**CHARLES GURD** & Co., Montreal (soft drinks). Agency: Stevenson & Scott, Montreal. *sa*

## H

**HALL BROS.**, Kansas City (greeting cards). Agency: Henri, Hurst & MacDonald, Chicago. *sp n*

**HALLICRAFTERS** Co., Chicago (institutional). Burton Browne Adv., Chicago. *sp*

**PETER HAND BREWING** Co., Chicago (Meister Brau beer). Agency: Mitchell-Faust Adv. Co., Chicago. *t sp*

**CHRIS HANSEN LABS.**, Little Falls, N. Y. (Rennet, Junket). Agency: Mitchell-Faust Adv. Agency, Chicago. *sp sa*

**CHR. HANSEN'S LABORATORY**, Toronto (Junket). Agency: A. McKim Ltd., Toronto. *sa ta*

**HAPPY TUMBLING BLOCK** Co., Osage, Ia. (toys). Agency: Northwest Radio Adv., Seattle. *sp ta*

**HARDWICK & MAGEE**, Philadelphia (rug & carpet). Agency: Harry Feigenbaum Adv. Agency, Philadelphia. *sp*

**HARLEYSVILLE MUTUAL CASUALTY** Co., and **MUTUAL AUTO FIRE INSURANCE** Co., Harleysville, Pa. (insurance). Agency: Carter-Thompson Co., Philadelphia.

**HARMON WATCH** Co., N. Y. Agency: Moss Associates, N. Y. *ne*

# THIS IS JOE RIZUNSKI

Joe is a die setter. He makes $115 a week, lives in Brooklyn. His boy Steve is in the Army. He has another son, age 12, and Anna, 18, who goes to Hunter College.

Joe works hard all day. In the evening when he relaxes, his favorite radio program is not a network musical or dramatic show, but the *Polish Variety Hour*, which he listens to on WBNX.

Joe's language is Polish. He combines the culture and tradition of his native land with loyalty for America. He puts 20% of his salary into war bonds. "I'm glad to be an American. My children have the advantages of the land of opportunity."

* * * * *

*There are 661,170 Joe Rizunskis in the WBNX area. Members of the WBNX family of listeners. To them WBNX is more than a station, it is an institution. It carries to the millions of foreign born sales messages in the intimacy of their native language. It sells merchandise to the thousands of Joe Rizunskis who have money to spend. Let us give you the facts. WBNX, New York 51, N. Y.*

**IN THE PRIMARY SERVICE AREA OF WBNX THERE ARE:**

| | |
|---|---|
| 2,450,000 | Jewish Speaking Persons |
| 1,522,946 | Italian Speaking Persons |
| 1,236,758 | German Speaking Persons |
| 661,170 | Polish Speaking Persons |
| 200,000 | Spanish Speaking Persons |

WBNX

**5000 WATTS DIRECTIONAL OVER NEW YORK**

*America's Leading Foreign Language Station*

# DIRECTORY OF 1943 NATIONAL-REGIONAL RADIO ADVERTISERS

HARTZ MOUNTAIN PRODUCTS, New York (bird seed, Joy dog food). Agency: George H. Hartman Co., Chicago. *sa sp*

HARVEL Co., New York (watches). Agency: A. W. Lewin, N. Y. *sp ne sa*

FRED HARVEY RESTAURANTS, Chicago. Agency: George H. Hartman Co., Chicago. *sa*

HASKINS BROS. & Co., Omaha (soap). Agencies: Presba, Fellers & Presba, Chicago; Sidney Garfinkel Adv. Agency, San Francisco. *sa sp t ne*

HASSENSTEIN Co., Hollywood (movie wave). Agency: Lou Sterling Assoc., Hollywood. *sa*

HAWAIIAN PINEAPPLE Co., Honolulu (Dole). Agencies: Young & Rubicam, N. Y.; N. W. Ayer & Son, Philadelphia. *n sa*

HAWTHORNE MELODY FARMS DAIRY, Chicago (dairy products). Agency: Harry E. Clarke, Chicago. *sa*

HEALTHAIDS, Jersey City (Serutan, vitamin beverage). Agencies: Raymond Spector Co.,; Ruthrauff & Ryan, N. Y.; (Kelp-I-Dine vegetable products) William N. Scheer Adv., Newark. *t n sp ne sa*

THE HECHT Co., Washington (dept. store). Agency: Koster Adv., Washington. *sp*

HECKER PRODUCTS Co., New York (H-O oats). Agency: Clements Co., Philadelphia. *sp n*

H. J. HEINZ CO. OF CANADA, Toronto. Agency: MacLaren Adv. Co.

H. J. HEINZ Co, Pittsburgh (Swerl soap; soup). Agency: Maxon Inc., Detroit. *sa*

DESIGNED FOR MILWAUKEE..
WEMP
Programs for Metropolitan Milwaukee
and Metropolitan Milwaukee
alone

We know the People of Milwaukee

We know what they want to hear

We give them Local Interest with a Personal Touch

That's one reason why WEMP has consistently carried more Local accounts than any other station

*That's why WEMP does a terrific job in Milwaukee*

*for your National account*

C. J. Lanphier
*General Manager*

**BASIC BLUE NETWORK**

Howard H. Wilson & Co.
*National Representatives*

HELBROS WATCH Co., N. Y. Agency: William H. Weintraub & Co., N. Y.

GEORGE W. HELME Co., New York (snuff). Agency: Frank Best & Co., New York. *ne sp*

JOSHUA HENRY IRON WORKS, San Jose, Cal. (help wanted). *sa*

HERSHEL CALIFORNIA FRUIT PRODUCTS Co. Tomato paste). Agency: E. L. Brown, Philadelphia. *sa*

DR. HESS & CLARK Inc., Ashland, O. (livestock tonic). Agency: N. W. Ayer & Son, Philadelphia. *sa ta*

CHR. HEURICH BREWING Co., Washington, D. C. Agency: Romer Adv. Co., Washington. *ne*

HI-V VITAMIN Corp., N. Y. (vitamins). Agency: Applied Merchandising, N. Y. *sa*

HILLS BROS., New York (dates, bread mix). Agency: Biow Co., N. Y. *sa*

HILLS BROS., San Francisco (coffee), Agency: N. W. Ayer & Son, San Francisco. *sa ta*

CHARLES E. HIRES Co., Phila. (root beer). Agency: Sheldon, Quick & McElroy, N. Y. *sa*

HI-VITAMIN Corp., New York (capsules). Agency: Applied Merchandising Inc., N. Y. *sp*

HOFFMAN BEVERAGE Co., Newark (soft drinks). Agency: BBDO, N. Y. *ta sp*

HOHENADEL BREWING Co., Philadelphia. Agency: Benjamin Eshleman Co., Philadelphia. *sp*

HOLLAND FURNACE Co., Holland, Mich. Agencies: Ruthrauff & Ryan, Chicago; Stack-Goble Adv. Agency, Chicago; Roche, Williams & Cunnyngham, Chicago. *n t*

H. P. HOOD & SONS, Boston, Mass. (milk). Agency: Harold Cabot & Co., Boston. *ta ne t*

HORN & HARDART, Philadelphia. Agency: Clements Co., Philadelphia. *sp*

JOSEPH HORNE Co., Pittsburgh (department store). Agency: Walker & Downing, Pittsburgh. *sp*

JACOB HORNUNG BREWING Co., Philadelphia (beer). Agency: John Falkner Arndt, Phila. *t sp*

HOROWITZ - MARGARETEN Co., New York (food). Agency: Advertisers Broadcasting Co., N. Y. *sa sp.*

HOTEL & RESTAURANT COOPERATIVE COMMITTEE, Chicago. Agency: Sorenson & Co., Chicago. *sa*

HOUSE OF BRISTOL, Milwaukee (Bristol Red Water Wax). Agency: Hal A. Salzmann Associates, N. Y.

HOUSEHOLD CHEMISTS, New York (Shyn-O-Way) Agency: Pettingell & Fenton, N. Y.

HOUSEHOLD FINANCE Corp., Toronto (small loans). Agency: BBDO, Chicago. *ta*

HOWARD CLOTHES Inc., New York. Agency: Redfield-Johnstone, N. Y. *sp n*

HUBINGER Co., Keokuk, Ia. (Quick Elastic starch). Agency: Ralph Moore Inc., St. Louis. *sa*

RICHARD HUDNUT Inc., New York (Marvelous cigarettes, cosmetics). Agencies: Benton & Bowles, N. Y.; G. Lynn Summer Co., N. Y.; Kenyon & Eckhardt, N. Y. *sa sp n*

HUDSON CANADIAN FUR Co., Brooklyn. Direct *sp.*

HUDSON PULP & PAPER Corp., New York & Philadelphia (paper napkins). Agencies: Joseph Katz Co., N. Y.; Lawrence Fertig & Co., N. Y. *sa*

HULMAN & Co., Terre Haute, Ind. (Clabber Girl baking powder). Agency: Pollyea Adv., Terra Haute. *sa ta*

HUMBLE OIL & REFINING Co., Houston. Agency: Franke-Wilkinson-Schiwetz, Houston. *n sa sp rn*

HUMCO Co., Memphis (shortening). Agency: Simon & Gwynn, Memphis. *sp*

HUMPHREYS HOMEOPATHIC MEDICINE Co., New York. Agency: Atherton & Currier Inc., N. Y. *sa*

HYDE PARK BREWERIES, St. Louis. Agencies: Ruthrauff & Ryan, St. Louis; Young & Rubicam, St. Louis. *sp*

HY-TROUS Corp., Boston (plant food). Agency: Broadcast Adv., Boston. *sa*

## I

IGLEHART BROTHERS Co., New York (flour) subsidiary of General Foods Sales Corp. Agency: Young & Rubicam, N. Y. *n sp*

ILLINOIS BELL TELEPHONE Co. Agency: N. Y. Ayer & Son, N. Y. *sa*

IMPERIAL OIL LTD., Toronto. Agency: MacLaren Adv. Co., Toronto. *n ta t*

IMPERIAL OPTICAL Co., Toronto. Agency: Vickers & Benson, Toronto. Direct.

IMPERIAL TOBACCO Co., Montreal (Winchester cigarettes). Agency: Whitehall Bcstg. Ltd., Montreal. *ta sp*

INDEPENDENT WALLPAPER Co., Pittsburgh. Agency: Charles E. Yost, Pittsburgh. *sa*

INDIAN RIVER Canners, Indian River, Fla. (Ind-Rio Brand Indian River Grapefruit Juice). Agency: Samuel C. Croot Inc., N. Y. *sa*

INDIANA BELL TELEPHONE Co., Indianapolis. Direct. *sa*

INDIANA FLOUR Co., Evansville, Ind. (Tenderflake flour). *sa*

INDUSTRIAL TAPE Corp., New Brunswick, N. J. (Texcel). (Johnson & Johnson subsidiary). M. H. Hackett & Co., N. Y.

INDUSTRIAL TRAINING INSTITUTE, Chicago (aircraft training). Agency: Roche, Williams & Cunnyngham, Chicago.

INDUSTRIAL UNDERGARMENT Corp., New York (smocks). Agency: Norman D. Waters & Assoc., New York. *sa*

INTERNATIONAL CELLUCOTTON PRODUCTS Co., Chicago (Kleenex). Agencies: Lord & Thomas, Chicago; Joseph Jacobs Jewish Market Organization. *n ne*

INTERNATIONAL SALT Co., Scranton. Agency: J. M. Mathes Inc., N. Y. *n sa*

INTERNATIONAL SILVER Co., Meriden, Conn. (silverware). Agency: Young & Rubicam, N. Y. *n ne*

INTERNATIONAL VARNISH Co., Toronto (paint). Agency: A. McKim Ltd., Toronto. *sa*

INTER-OCEAN CASUALTY Co., Dallas. Agency: Direct. *ne*

INTERSTATE BAKERIES Corp., Kansas City, Mo. (Butternut bread, Dolly Madison cake). Agencies: Potts-Turnbull Adv. Co., Kansas City, Mo.; Potts, Calkins & Holden, Kansas City; R. J. Potts & Co., Kansas City. *ne*

INTERSTATE BAKERIES Corp., Los Angeles. Agencies: Sholtz Adv. Service, Los Angeles; Dan B. Miner Co., Los Angeles. *rn ta sa*

INTERSTATE COTTON OIL REFINING Co., Sherman, Tex. (Mrs. Tucker's Shortening). Agency: Crook Adv., Dallas. *rn*

INTERSTATE LABS., Louisville, Ky. (Vitawine and Oculine). Agency: Farson & Huff, Louisville. *t*

INTERWOVEN STOCKING Co., New Brunswick, N. J. *sa*

IOWA MASTER BREEDERS

IOWA PACKING Co., Des Moines (Old Homstead meats). Agency: Coolidge Adv. Co., Des Moines. *ne*

IOWA SOAP Co., Burlington, Ia. Agency: James G. Lamb Co., Phila. *sp t*

IRONIZED YEAST Co., Atlanta, Ga. (yeast tablets). Agency: Ruthrauff & Ryan, N. Y. *n rn sa sp*

ISALY DAIRY Co., Pittsburgh. Agency: Ketchum, MacClead & Grove, Pittsburgh.

ITALIAN-SWISS COLONY, San Francisco (wines). Agency: Leon Livingston Adv., San Francisco. *t ne sa sp*

IVEL FUR Co., New York. *sa*

## J

JACKSON BREWING Co., New Orleans. Agency: Angfenger Adv. Agency, New Orleans & St. Louis. *sp*

JACQUES SEED Co., Prescott, Wis. Agency: Triangle Adv. Agency, Chicago.

JAX BREWING Co., Jacksonville. Agency: Angfenger Adv. Agency, St. Louis. *ne*

DR. D. JAYNE & Son, Philadelphia (Dr. Jayne's cough remedy). Agency: J. M. Korn Agency, Philadelphia. *t*

JOHN F. JELKE Co., Chicago (Good Luck margarine). Agency: Young & Rubicam, N. Y. *t sa*

ANDREW JERGENS Co., Cincinnati (Woodbury's soap, Jergen's lotion). Agency: Lennen & Mitchell, New York. *sa n sp ne.*

JEWEL TEA Co., Barrington, Ill. (groceries). Agency: Schwimmer & Scott, Chicago.

JOHNS-MANVILLE Corp., New York. Agency: J. Walter Thompson Co., N. Y. *n ne sp*

S. C. JOHNSON & SON, Brantford, Ont. (wax). Agencies: Needham, Louis & Brorby, Chicago; Vickers & Benson, Montreal. *t n sw*

S. C. JOHNSON & SON, Racine, Wis. (Johnson's wax, enamel). Agencies: Needham, Louis & Brorby, Chicago; Erwin, Wasey & Co., N. Y. *n sp sa*

JOHNSON & JOHNSON, New Brunswick, N. J. (Tek toothbrushes). Agencies: Ferry-Hanly Co., N. Y.; (Band-Aid) Young & Rubicam, N. Y. *n ta sa*

WM. G. JOHNSTONE Co., Pittsburgh (printing). Agency: Walker & Downing, Pittsburgh. *ne*

JOHN WILEY JONES Co., Caledonia, N. Y. (Sunny Sol). *sa*

JONES & LAUGHLIN STEEL CORP., Pittsburgh. Agency: Calkins & Holden, N. Y. *sp*

## K

KALAMAZOO STOVE Co. Direct.

KASCO MILLS, Waverly, New York (dog food). Agency: Campbell-Sanford Adv. Co., Cleveland. *sp sa*

KASKEL'S, New York (department store, loan brokers). Agency: J. R. Kupsick Adv., N. Y. *sp*

KAY Preparations Co., New York (Formula 301 for skin blemishes). Agencies: Director & Lane, N. Y.; Erland Adv., N. Y. *sa*

KELITE PRODUCTS Inc., Los Angeles (Kenu cleaner). Agency: Little & Co., Los Angeles. *sp ne*

KELLOGG Co., Battle Creek, Mich. (Corn Flakes, Rice Krispies, Krumbles, All-Rye and Whole Wheat biscuits, All-Bran, Pep, Gro-Pup, Bran Flakes, Wheat Krispies and feeds). Agency: Kenyon & Eckhardt, N. Y. *t ta sp sa*

KELLOGG CO. OF CANADA, London, Ont. (corn flakes). Agency: J. Walter Thompson Co., Toronto. *ta sa*

KENMORE PUBLISHING Co., New York. Agency: Weiss & Geller, New York. *sa*

KENNEDY MFG. Co., Toronto (Vapex). Agency: Cockfield, Brown & Co., Toronto. *ta*

KENDALL FOODS, Los Angeles (dog foods). Agency: Mayers Co., Los Angeles. *sa*

KENTON PHARMACAL Co., Covington, Ky. (Histeen tablets). Agency: Roche, Williams & Cunnyngham, Chicago.

KERR GLASS MFG. Corp., Los Angeles (Mason jars). Agency: Raymond R. Morgan Co., Hollywood. *n sa*

KERR'S BUTTER SCOTCH Inc., Jamesburg, N. J. *sa*

KEYSTONE AUTOMOBILE CLUB CASUALTY Co., Phila. (auto ins.). Agency: Gray & Rogers, Phila. *sp*

KEYSTONE MACARONI Co., Phila. Agency: James G. Lamb, Phila. *sa*

KIBBLETS Inc., Newark (dog food). Agency: Al Paul Lefton Co., N. Y. *sa*

KILPATRICK BAKERIES, Oakland, Cal. Agency: Emil Reinhardt Adv. Agency, Oakland. *sp*

KING'S X FLAVOR AND EXTRACT Co., Los Angeles (S-M Butter Flavor). Agency: Raymond R. Morgan Co., Hollywood.

KINSLOW'S MILLING Co., Los Angeles (Wheat Nuts). Agency: Associated Adv. Agency, Los Angeles. *sp*

KIRKMAN & SON, New York (soap). Agencies: N. W. Ayer & Son Inc., N. Y.; Newell-Emmett Co., N. Y. *sa sp*

KITCHEN ART FOODS, Chicago (Kitchen Arts Rice Feast). Agency: Earle Ludgin Inc. Chicago.

E. L. KNOWLES, Springfield, Mass. (Rubine liniment). Agency: Chas. W. Hoyt Co., N. Y. *sa*

KNOX Co., Hollywood, Los Angeles (Cystex). Agencies: Barton A. Stebbins Adv., Los Angeles; Allen C. Smith Adv. Co., Kansas City. *sp sa ne*

KNOX GELATINE Co., Johnstown, N. Y. (gelatin). Agency: Kenyon & Eckhardt, N. Y. *sp sa*

KOKAN Co., St. Louis (Vanish, dandruff remover). *sa*

KOLYNOS Co., New Haven (toothpaste). Agencies: Blackett-Sample-Hummert, New York and Chicago; Joseph Jacobs Jewish Market Organization (Jewish trade). *t n sp*

KOPPERS Co., Pittsburgh, Pa. (Koppers Coke). Agency: Chas. Dallas Reach, Newark. *ta sa*

KRAFT CHEESE Co., Chicago (cheese, etc.). Agencies: J. Walter Thompson Co., Chicago; Needham, Louis & Brorby, Chicago (Magic Test eggs, Parkay oleo). *n sp sa*

KROGER GROCERY & BAKING Co., Cincinnati (grocers). Agency: Ralph H. Jones Co., Cincinnati. *t sa sp*

HARRY KROUSE, Philadelphia (used cars). Agency: Samuel Taubman, Philadelphia. *sa*

KURTZ BROS., Bridgeport, Pa. (spaghetti products). Agency: Harry Feigenbaum, Philadelphia.

L. B. LABS., Hollywood (hair oil). Agency: Glasser-Gailey & Co., Los Angeles. *sa ne*

LADY ESTHER Co., Evanston, Ill. (powder, etc.). Agencies: Lord & Thomas, N. Y.; Biow Co., N. Y. *n sa sp*

## L

DR. J. O. LAMBERT Ltd., Montreal (medicinal). Agency: J. E. Hout Reg., Montreal. *n sp t*

LAMBERT PHARMACAL Co., St. Louis (Listerine, Milk-O-Mag, Listerine toothpaste). Agencies: Lambert & Feasley Inc., N. Y.; Ruthrauff & Ryan, Chicago (Beams vitamins). *n sa t sp*

LAMONT, CORLISS & Co., New York (lotions, Nestle's). Agencies: J. Walter Thompson Co., N. Y.; Cecil & Presbrey, N. Y. *sp n t sa rn*

LAMONT, CORLISS & Co., Toronto (Pond's cream). Agency: J. Walter Thompson Co., Toronto. *n sa*

LAND O'LAKES CREAMERIES, Minneapolis (butter). Agency: Campbell-Mithun, Minneapolis. *sp t n ne*

LAND-O-NOD Co., Minneapolis (bedding). Agency: MacKenzie Inc., Minneapolis. *ne*

LANGENDORF UNITED BAKERIES, San Francisco. Agencies: Leon Livingston Adv. Agency, San Francisco; Ruthrauff & Ryan, San Francisco; Erwin, Wasey & Co., San Francisco. *rn sp sa*

LANTEEN MEDICAL LABS., Chicago (ViTeens vitamin tablets). Agency: Vanden Co., Chicago. *sa*

V. LaROSA & SONS, New York. Agencies: M. H. Hackett, N. Y.; Commercial Radio Service, N. Y. *sa sp*

LARUS & BRO. Co., Richmond, Va. (Edgeworth tobacco, etc.). Agency: Warwick & Legler, N. Y. *ta sa sp*

LEAF CHEWING GUM Co., Chicago (Leaf Spearmint Gum). Agency: Bozell & Jacobs, Chicago.

WILLIAM W. LEE, Watervliet, N. Y. (Save-the-Baby cold remedy). Agency: Leighton & Nelson, Schenectady. *sp*

THOMAS LEEMING & Co., New York (Baume Bengue). Agencies: Wm. Esty & Co., N. Y.; Kenyon & Eckhardt, N. Y. C. *sa ta*

DR. LeGEAR MEDICINE Co., St. Louis (poultry remedy). Agencies: Simmonds & Simmonds, Chicago; Pondrom & Collins, Dallas. *sp*

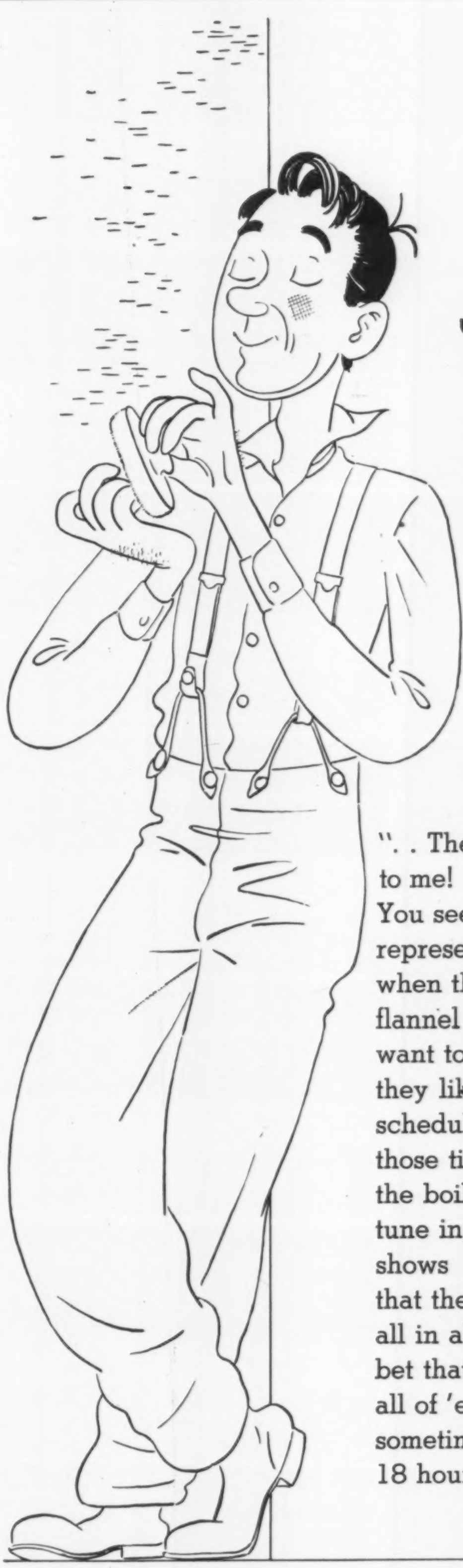
LEHN & FINK PRODUCTS Co., New York. Agencies: Wm. Esty & Co., N. Y. (Hinds Honey & Almond Cream); Lennen & Mitchell, N. Y. (Lysol). *ta sp*

LEHN & FINK, Canada, Toronto (Hinds Honey & Almond Cream). Agency: Spitzer & Mills, Toronto. *sa*

LESLIE SALT Co., San Francisco. Agency: Erwin, Wasey & Co., San Francisco. *ta*

LEVER BROS. Co., Cambridge, Mass. Agencies: (Lifebuoy, Rinso), Ruthrauff & Ryan, N. Y.; J. Walter Thompson Co., N. Y.; (Gold Dust, Silver Dust, Fairy Soap, Sunny Monday soap), BBDO, N. Y.; (Vimms), Wm. Esty & Co., N. Y.; Young & Rubicam, N. Y. (Spry, Lipton tea, Swan soap). *n sp t sa*

LEVER BROS. Ltd., Toronto (soap). Agencies: J. Walter Thompson Co., Toronto; Ruthrauff & Ryan, N. Y.; Young & Rubicam, N. Y.; Joseph Hershey McGillvra, N. Y. *t n sa.*



**"RED GALLUSES OR WHITE TIE?"**

". . They're all the same to me! You see, I represent WTCN and when the folks in the flannel shirts want to hear programs they like, we've got 'em scheduled at those times. And when the boiled shirts tune in, we're airing out shows that they like. So all in all, it's a safe bet that WTCN reaches all of 'em sometime in the 18 hours!"

Look at WTCN's program schedule and you'll see what Zeke means. Shows are presented at the times when people we want to reach can listen best—whether they wear "red galluses" or "white ties". That's the reason WTCN delivers for advertisers in the great midwest.

**WTCN**
**1280 KILOCYCLES**
**THE BLUE NETWORK**
**MINNEAPOLIS • ST. PAUL, MINN.**
FREE AND PETERS
*National Representatives*

# DIRECTORY OF 1943 NATIONAL-REGIONAL RADIO ADVERTISERS

**LEWIS CIGAR** Co., New York (Seidenberg cigars). Agency: Lewis Adv., New York. *ne*

**LEWIS HOWE** Co., St. Louis (Tums, Nature's Remedy). Agencies: H. W. Kastor & Sons Adv. Co., Chicago; Stack-Goble Adv., Chicago; J. Walter Thompson Co., Chicago; Roche, Williams & Cunnyngham, Chicago & N. Y. *sp n*

**LEXINGTON MILLS,** Lexington, Neb. (flour feeds). Agency: France & Duff Adv. Agency, Omaha. *sp*

**LIBBY, McNEILL & LIBBY** of Canada, Chatham, Ont. (condensed milk). Agency: Eastman & Co., Toronto. *t sa sp*

**LIBBY, McNEILL & LIBBY,** Chicago (food products). Agency: J. Walter Thompson Co., Chicago. *sa sp*

***LIBERTY*** **MAGAZINE,** N. Y. Agency: Warwick & Legler, N. Y. *sp*

**LIFE OF WHEAT** Co., Monticello, Ill. (wheat germ). Agency: Rogers & Smith, Chicago. *sa*

**LIFE SAVERS** Corp., Port Chester, N. Y. (Alkaid). Agency: Young & Rubicam, N. Y. *sa*

**LIGGETT & MYERS TOBACCO** Co., New York (Chesterfield, Velvet). Agency: Newell-Emmett Co., N. Y. *n t sp ta sa*

**LINCO PRODUCTS DIST.** Co., Chicago (disinfectant). Agency: Mitchell-Faust Adv. Co., Chicago. *sa*

**LINCOLN SPECIALTY SALES** Co., Chicago. Agency: Rocklin Irving & Assoc., Chicago. *sp*

**LINHALL** Co., Minneapolis (Chic Permanent Wave). Agency: McCord Co., Minneapolis. *sa*

**LINK AVIATION DEVICES,** Birmingham, N. Y. Agency: Craven & Hedrick, N. Y. *t*

**LION OIL** Co., El Dorado, Ark. Agency: Anfenger Adv., St. Louis. *sp*

**THOMAS J. LIPTON,** Hoboken, N. J. (tea, Continental soup mix). Agency: Young & Rubicam, N. Y. *sa n*

**LIT BROTHERS,** Philadelphia (department store). *sp*

**LITTLE CROW MILLING** Co., Warsaw, Ind. (Coca Wheats flour). Agency: Rogers & Smith, Chicago. *sp t*

**LIVE FOOD PRODUCTS** Co., Burbank, Cal. (health food). Agency: Little & Co., Los Angeles. *sa*

**LOCAL LOAN** Co., Chicago. Agency: George H. Hartman Co., Chicago. *t sp*

**DR. LOCKE SHOE STORES,** Philadelphia. Agency: Aaron & Brown, Philadelphia. *sa*

**LOCKHARDT SEED** Co., San Francisco. *sa*

**LOCKHEED & VEGA AIRCRAFT** Corps., Burbank, Cal. Agencies: Lord & Thomas, Los Angeles; Foote, Cone & Belding, Los Angeles. *sp n*

**LOCK'S LABS.,** N. Y. (corn remover & foot balm). Agency: H. C. Morris & Co.

**LOEW'S THEATRES,** New York ("I Wanted Wings"). Agency: Donahue & Coe, N. Y. *sa*

**LOG CABIN BREAD** Co., Los Angeles. Agency: Dan B. Miner Co., Los Angeles. *ta sa*

**LOGIN** Corp., San Francisco (Alsopure orange juice). Agency: M. E. Harlan Adv., San Francisco. *sp*

**LOMA LINDA FOOD** Co., Arlington, Cal. (cereal). Agencies: Lisle Sheldon Adv., Los Angeles; Gerth-Knollin Adv., Los Angeles; Gerth-Pacific Adv. Agency, Los Angeles. *rn sa sp*

**LOOK, INC.,** Des Moines (magazine). Agency: Raymond Spector Co., N. Y. *sa sp*

**LOOSE-WILES BISCUIT** Co., Long Island, N. Y. (Krispy Krackers, etc.) Agency: Newell-Emmett Co., N. Y. *n*

**P. LORILLARD** Co., New York (Old Gold, Beech Nut cigarettes, etc.) Agencies: Lennen & Mitchell, N. Y.; J. Walter Thompson Co., N. Y. *sa ne*

**LOS ANGELES NUT HOUSE,** Los Angeles (peanut butter). Agency: Western Adv. Agency, Los Angeles. *t sp*

**LOS ANGELES RAILWAY** Co., Los Angeles (transportation). Agencies: Smith & Bull, Los Angeles; Hammel & Hammel Adv., Los Angeles. *sa sp*

**LOS ANGELES SOAP** Co., Los Angeles (White King soap). Agency: Raymond R. Morgan Co., Los Angeles. *ne*

**ANDY LOTSHAW** Co., Chicago (body rub). Agency: Arthur Meyerhoff & Co., Chicago. *sp n ne*

**WALTER M. LOWNEY** Co., Montreal (candy). Agency: Harry E. Foster Agencies, Toronto. *sp*

**LUDENS,** Inc. (Cough Drops). Agency: J. M. Mathes. *sa sp*

**LUDENS,** Reading, Pa. (cough drops). Agency: J. M. Mathes, N. Y. *sp sa*

**LUMBERMEN'S MUTUAL CASUALTY** Co., Chicago (insurance). Agency: Leo Burnett Co., Chicago *ta n ne sa*

**LUTHERAN LAYMEN'S LEAGUE,** St. Louis. Agency: Kelly, Zahrndt & Kelly, St. Louis. *n t sp*

**LYMANS AGENCIES,** Toronto (Fellows syrup). Agency: Ronalds Adv., Toronto. *ne*

**LYON VAN & STORAGE** Co., Los Angeles. Agency: BBDO, Hollywood and N. Y. *ne*

**LYONS FINANCE SERVICE** Co., Phila. (personal loans). Agency: J. M. Korn, Phila. *sa*

## M

**MacFADDEN CEREAL** Co., N. Y. (Mealene). Agency: Jasper, Lynch & Fishel, N. Y. *sa*

**MACFADDEN PUBLICATIONS,** New York. Agencies: Erwin, Wasey & Co., N. Y.; Stack-Goble Adv. Agency, N. Y.; Arthur Kudner, N. Y.; Kenyon & Eckhardt, N. Y.; H. C. Morris Co., N. Y.; Raymond Spector Co., N. Y. *n sa sp rn*

**WALTER G. MACHINE** Co., Jersey City. Agency: Roy S. Durstine, N. Y.

**MacMILLAN PETROLEUM** Corp., Los Angeles. Agency: Logan & Arnold, Los Angeles. *t*

**R. H. MACY,** New York (department store). Agency: Young & Rubicam, N. Y.; (direct). *sp*

**MAGGI** Inc., New York (seasoning & boullion cubes). Agency: Needham & Grohmann, N. Y. *sa*

**MAGNOLIA OIL** Co., Dallas. Agency: Ratcliffe Adv. Agency, Dallas. *sp*

**MAIL POUCH TOBACCO** Co., Wheeling (cigars, chewing tobacco). Agency: Walker & Downing, Pittsburgh. *sp n*

**MAJOR VITAMINS** Inc., New York. Agencies: Grey Adv., New York; Peck Adv., N. Y. *sa sp n*

**DR. MALLAS,** Philadelphia (dental service). Agency: Harry Feigenbaum, Philadelphia. *sa*

**MALTEX** Co, Burlington, Vt. (Maltex cereal). Agency: Samuel C. Croot Co., N. Y. *sa ne*

**MANCHESTER BISCUIT** Co., Sioux Falls, S. D. Agency: George H. Hartman Co., Chicago. *ne*

**MANGELS-HEROLD** Co., Baltimore (King syrup). Agency: Stewart-Jordan Co., Philadelphia *sa*

**MANHATTAN SOAP** Co., New York. Agencies: Milton Weinberg Co, Los Angeles; Franklin Bruck Adv. Corp., N. Y. (Sweetheart Soap). *n t*

**MANNINGS** Inc., San Francisco (coffee). Agency: Gerth-Pacific Adv. Agency, San Francisco. *sa*

**MANTLE LAMP CO. OF AMERICA,** Chicago (Aladdin lamps). Agency: Presba, Fellers & Presba, Chicago. *sp t*

**MANUFACTURER'S TRUST** Co., New York City. Agency: McCann-Erickson, New York. *t*

**MAPLE LEAF MILLING** Co., Toronto (Red River cereal, flour). Agency: Cockfield-Brown & Co., Toronto. *sp t n*

**MARCH OF TIME** Inc., New York. Agency: Lord & Thomas, N. Y. *sa*

**MARLIN FIREARMS** Co., New Haven (razor blades, shave cream). Agency: Craven & Hedrick, N. Y. *ta sa*

**MARROW'S** Inc., Los Aneles & Chicago (Mar-O-Oil shampoo). Agency: Hays, MacFarland & Co., Chicago. *n sa t ta*

**MARS** Inc., Chicago (candy bars). Agency: Grant Adv. Inc, Chicago. *sp n*

**JORDAN MARCH** Co., Boston (dept. store). Agency: John C. Dowd, Boston. *sp*

**BOB MARTIN LTD.,** Southport, England (dog medicines). Agency: A. McKim Ltd., Toronto. *sa*

**JOSEPH MARTINSON,** New York (coffee). Agency: Al Paul Lefton Co., N. Y.; Neff-Rogow, N. Y. *ne sp*

**MARY LEE CANDY SHOPPES,** Montreal (chain). Agency: Associated Broadcasting Co., Montreal. *sp*

**MARYLAND PHARMACEUTICAL** Co., Baltimore (Rem, Rel). Agency: Joseph Katz Co., Baltimore. *sa ta*

**MASON, AU & MAGENHEIMER CONFECTIONERY MFG.** Co. Agency: Erwin, Wasey & Co., N. Y. *sa*

**MASON SHOE MFG** Co., Chippewa Falls, Wis. Agency: Huber Hoge & Sons, N. Y. *t*

**MASSEY-HARRIS** Co., Toronto (farm implements). Agency: Cockfield, Brown & Co., Toronto.

**C. MATTELAGE SALES** Co., N. Y. (You-all French Salad Dressing). Agency: St. George & Keyes, N. Y. *sa*

**MAY** Co., Los Angeles (Department Store). Agency: Milton Weinberg Adv. Co, Los Angeles. *ne sp*

**OSCAR MAYER** & Co., Madison, Wis. (meat packers). Agency: Mitchell-Faust Adv. Co., Chicago.

**McCANN LABS.,** New York (foods). Direct. *sp*

**McCOLL FRONTENAC OIL** Co., Montreal. Agency: Ronalds Adv. Agency, Montreal. *n sp*

**McCONNON** & Co., Winona, Minn. (foods, cosmetics). Agencies: McCord Co., Minneapolis; Cramer-Krassel Co., Milwaukee. *sp sa*

**McCORMICK SALES,** Baltimore (Bee-Brand Insecticide). Agency: Jones & Brakely, N. Y. *ta*

**McDONNELL NURSERY,** Oakland, Cal. (nursery products). *sa*

**McFADDEN PUBLICATIONS,** New York (*True Story* Magazine). Agency: Arthur Kudner, N. Y. *sa*

**McGREGOR SPORTSWEAR** Co., N. Y. Agency: Hirshon-Garfield Inc., N. Y.

**McILHENNY** Co., Avery Island, La. (sauce). Agencies: Aubrey, Moore & Wallace, Chicago; Huber Hoge & Sons, N. Y. *sa ta*

**McKESSON & ROBBINS,** Bridgeport, Conn. (drugs, cosmetics). Agencies: Sherman K. Ellis & Co., N. Y.; J. D. Tarcher & Co., N. Y.; Ivey & Ellington, N. Y. *sa sp rn ta ne*

**McLAUGHLIN** & Co., Chicago (Manor House coffee). Agency: Ivan Hill Adv. Agency, Chicago.

**McMAHAN FURNITURE STORES,** Santa Monica, Cal. Agency: Direct. *ne t*

**McMILLAN PETROLEUM** Co, Los Angeles (Ring Free Oil). Agency: Roy S. Durstine Inc., New York. *sa*

**MEADOW GOLD DAIRIES** Inc., Pittsburgh. Agency: Walker & Downing, Pittsburgh. *sp*

**MEDUSA PRODUCTS OF CANADA,** Toronto (paints). Agency: McConnell-Eastman, Toronto. *sa*

**MEGOWAN-EDUCATOR FOOD** Co., Boston (Toasterettes) (Crax). Agency: Badger & Browning, Boston. *sa*

**B. MEIER** & Co., New York (Broadcast Redi-Meat Dist.) (Golden Center wheat germ, corn flakes). Agencies: Neff-Rogow Inc., H. C. Morris, N. Y. *sa*

**MEIERS** Co., Appleton, Wis. (Ad-A-Da Vitamin capsules). Agency: Cramer-Krasselt Co., Milwaukee.

**MELVILLE SHOE** Corp, New York (John Ward, Thom McAn shoes). Agency: Neff-Rogow, N. Y. *ne*

**MEM** Inc., New York, Agencies: Lee Sohn Adv., New York; John W. Loveton Inc., N. Y.

**LOUIS MELIND** Co., Chicago (Justrite drawing ink). Agency: Brandt Adv., Chicago. *sp*

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BIRMINGHAM
TEST
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COLUMBUS

**Which Road To Travel In The South?**

The Rich Central
East Alabama Area

TO ANSWER this question simply and inexpensively . . . you'll get maximum results in this rich 'local' market when you use the station that is accepted by East Alabama merchants, by regional, and national advertisers. Place your programs and announcements on the station that is selling regularly for more than 125 sponsors (list upon request). Use the station that has Cedric Foster, Fulton Lewis Jr., Arthur Geath, and the Johnson Family SPONSORED LOCALLY.* It's a complete Radio Station giving MUTUAL service to a prosperous 'deep south' local market—250 watts of power, programming and perfection.

* Feb. 1, 1944

*API and Tuskegee Institute in daytime primary coverage.*

RADIO STATION

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NAB *The Mutual Broadcasting System*

MENNEN Co., Newark (toiletries). Agency: Russel M. Seeds Co., N. Y. *n ne sp*

MENTHOLATUM Co., Wilmington, Del. Agencies: Dillard Jacobs, Atlanta; J. Walter Thompson Co., N. Y. *sa n ne*

MENTHOMULSION Co., Atlanta. *sp*

MESA COUNTY PEACH GROWERS, Palisade, Colo. (Colorado Elbertas Peaches). Agency: Conner Adv. Agency, Denver.

METRO-GOLDWYN-MAYER Corp., New York (motion pictures). Agency: Donahue & Coe, New York. *sp sa*

METRO-GOLDWYN-MAYER FILM Corp., New York. Agency: Donahue & Coe, N. Y. *sa ta sw*

METROPOLITAN CERTIFIED MILK ASSN. Agency: Clements Co., Phila. *sa*

MEYENBURG MILK PRODUCTS Co., San Jose, Cal. (dairy products). Agency: M. E. Harlan, San Francisco. *sp*

MIAMI MARGARINE Co., Cincinnati (Nu-Maid Margarine). Agency: Ralph H. Jones Co., Cincinnati. *ta*

MICHAEL-LEONARD CORN, Sioux City (seed corn). Agency: Allen & Reynolds Inc., Omaha.

MICHEL COSMETICS Co., Long Island City, N. Y. Agency: Irwin Vladimir & Co., New York. *t*

MICHIGAN CASUALTY Co., Detroit. Agency: First United Broadcasters, Chicago. *ne*

MICHIGAN CONSOLIDATED GAS Co. Agency: Ben Dean Adv., Grand Rapids. *sa*

MID-CONTINENT PETROLEUM Corp., Tulsa. Agency: R. J. Potts-Calkins & Holden, Kansas City, *sp ta ne*

MID-TOWN CATERING Co., Los Angeles (restaurant chain). Agency: Milton Weinberg Adv. Co., Los Angeles. *ne*

MILES LABS., Elkhart, Ind., Chicago, Ill. (Nervine, anti-pain pills, Alka-Seltzer, One-A-Day). Agencies: Wade Adv. Agency, Chicago; Associated Adv. Agency, Los Angeles. *n sp t*

MILES LABS., Toronto (Alka-Seltzer). Agency: Cockfield, Brown & Co., Toronto. *n sp*

MILK DEALERS BOTTLE EXCHANGE, Chicago Agency: Newby & Peron, Chicago. *sa*

MILLER & Co. (telescopes). Agency: United Adv. Co., Chicago. *sp*

RUSSELL MILLER MILLING Co., Minneapolis (Enriched Occident flour). Agency: Campbell-Mithun, Minneapolis. *t*

MIM'S DOG FOOD Co., Los Angeles. Agency: Milton Weinberg Adv., Los Angeles. *ne sp*

MINERS INC., New York (cosmetics). Agency: Arthur Rosenberg, N. Y.

MINNEAPOLIS BREWING Co., Minneapolis (Grain Belt Beer). Agency: BBDO, N. Y. *sp*

MINNEAPOLIS - HONEYWELL REGULATOR Co., Minneapolis. Agencies: Lewis, Addison & Assoc., Minneapolis; Ronalds Adv. Toronto. *sp n*

DAVE MINOR PIANO COURSE, Chicago. Agency: United Adv. Co., Chicago.

P. W. MINOR & SON, Batavia, N. Y. (Treadeasy Shoes). Agency: Stewart, Hanford & Casler, Rochester, N. Y. *ta sa*

MINWAX Co., New York (Preen floor wax). Agency: R. T. O'Connell Co., N. Y. *sa*

MIRAMAR TRADING Corp., New York (Conti Castile soap). Agency: Manhattan Adv., N. Y. *sp*

MIREILLE Co., Montreal (beauty lotion). Agencies: Ronalds Adv. Ltd., Toronto; General Broadcasting, Montreal. *n*

MISSION PACKING Co., Los Angeles (fruit). Agencies: Dana Jones Co., Los Angeles; Allied Adv. Agencies, Los Angeles. *sa*

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food, Phila. scrapple). Agency: Clements Co., Philadelphia. n *sp*

MONOGRAM PICTURES Corp., Agency: Weiss & Geller, New York.

MONTGOMERY WARD & Co., Oakland & Chicago. Direct. *sa*

MONTICELLO DRUG Co., Jacksonville, Fla. ("666" Liquid). Direct. *sa*

BENJAMIN MOORE & Co., New York (paint). Direct. *n sp*

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food, soup, etc.). Agency: Henri, Hurst & McDonald, Chicago. *n rn sp sa*

**AMERICA'S NO. 1 FARM MARKET**

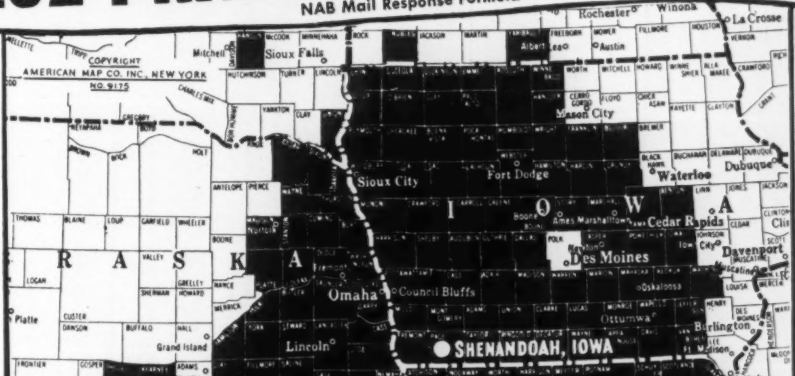
Maybe you've never realized it before, but the area served by KMA—152 rich, productive counties in Iowa, Nebraska, Missouri and Kansas—is one of the *great* markets of America. With 2,905,224 people, the KMA primary area normally accounts for $154,991,000 in grocery store sales; $31,082,000 in drug store sales; and $806,654,000 in total retail sales!

Take a good look at the map below. KMA's 152 primary counties are right in the heart of the world's greatest agricultural region—first in corn, hogs, oats, poultry and eggs, value of farm buildings, value of farm implements and machinery! Here are 294,313 fertile farms . . . here the average Iowa farmer's 1942 income was $6,490 . . . here 1,938,949 rural people have more money to spend than ever before!

This tremendous market is covered completely by KMA—the only regional station serving the entire area with two major networks—the area's *only* full-time farm station. Devoting 13½ out of 19½ hours daily to the specific needs of its people, KMA is *listened* to as most stations would like to be! For full details of the KMA market, audience, mail pull, etc., write now for our market data brochure. We would also be happy to send you the new KMA Mail Study—largest ever made—giving a tremendous amount of data on mail returns and how to get them. A *complete* study of 493,479 actual returns recently received by KMA. Why not write—today?

**152 PRIMARY COUNTIES**

NAB Mail Response Formula



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Mutual Network
5000 Watts
Full Time

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Farm Station
in The No. 1
Farm Market

**152 COUNTIES AROUND SHENANDOAH, IOWA**

FREE & PETERS, Inc., *Exclusive National Representatives*

# DIRECTORY OF 1943 NATIONAL-REGIONAL RADIO ADVERTISERS

**PHILIP MORRIS & Co.**, New York (Philip Morris cigarettes, Dunhill Major cigarettes, Revelation tobacco). Agency Biow Co., N. Y. *n rn sp*

**MORTON SALT Co.**, Chicago. Agencies: Blackett-Sample-Hummert, Chicago; Klau-VanPieterson-Dunlap Assoc., Milwaukee, Kenyon & Eckhart Adv., Chicago. *sp t sa ta*

**MOSHER, ED**, San Jose, Cal. (farm produce). *sc*

**MOTHER HUBBARD DISTRIBUTORS**, New York (Golden Center Toasted Wheat Germ). Agency: H. C. Morris & Co., New York. *sa*

**MOTHER PARKER TEA Co.**, Toronto. Agency: A. J. Denne & Co., Toronto. *sa*

**MOTHER'S CAKE & COOKIE Co.**, Oakland, Cal. Agency: Emil Reinhardt Adv., Oakland. *ne sp*

**MT. EDEN WINE Co.**, New York (San Gabriel Wines). Agency: Emil Mogul Co., N. Y. *sa*

**MOVIE COSMETICS Co.**, Hollywood. Agency: Lou Sterling & Assoc., North Hollywood. *ta*

**MOXIE Co.**, Boston (soft drink). Agency: Alley & Richards Co., Boston. *sa ta*

**C. F. MUELLER Co.**, Jersey City (Mueller's macaroni). Agencies: Kenyon & Eckhardt, N. Y.; Duane Jones, N. Y.; Maxon Inc. *ne n sp sa*

**MURINE Co.**, Chicago (eye drops). Agency: BBDO, N. Y. *sa ta*

**MURPHY PAINT Co.**, Toronto. Agency: Cockfield, Brown & Co., Montreal. *ta*

**MURPHY & HOLZER**, N. Y. (used cars). Agency: J. R. Kupsick Adv., N. Y. *sa*

**MURPHY FEED PRODUCTS Co.**, Burlington, Wis. (fodder). Agencies: Wade Adv. Agency, Chicago; Critchfield & Co., Chicago. *n sp sa*

**ARTHUR MURRAY SCHOOL OF DANCING**, New York (instruction by mail). Agency: Ruthrauff & Ryan, New York. *sa*

**MUSTEROLE Co.**, Cleveland (Musterole & Zemo). Agency: Erwin, Wasey & Co., N. Y. *sa*

**MUTUAL BENEFIT HEALTH & ACCIDENT ASSN.**, Detroit. Direct. *sa*

**MUTUAL BENEFIT HEALTH & ACCIDENT ASSN.**, Toronto. Agency: Harry E. Foster Agencies, Toronto.

**MUTUAL CITRUS PRODUCTS Co.**, Anaheim, Cal. (pectin). Agency: Charles H. Mayne Co., Los Angeles. *sa t ta sp*

**MYER PRODUCTS**, N. Y. (beverages). Agency: Arthur Rosenberg Inc., N. Y. *ne sp*

**F. E. MYERS & BRO. Co.**, Ashland, O. (Mfrs. pumps, water systems, cylinders, hay tools, door hangers). Agencies: Mumm, Romer, Robbins & Pearson, Columbus; Meldrum & Fewsmith, Cleveland. *sp*

**MYSTIC FOAM Corp.**, Los Angeles, Cleveland (cleaner). Agencies: Fred R. Johnson, Los Angeles; Glasser-Gailey & Co., Los Angeles. *t*

## N

**NABOB PRODUCTS**, Vancouver (coffee). Agency: Cockfield, Brown & Co., Toronto. *sp*

**NACOR MEDICINE Co.**, Indianapolis. Agency: E. H. Brown Adv. Agency, Chicago. *sa*

**NATL BIRTH CERTIFICATE ADVISORY SERVICE**, Los Angeles. Agency: United Adv. Cos., Chicago. *sp*

**NATIONAL BISCUIT Co.**, New York (bread, crackers, Shredded Wheat, Cubs, etc.). Agencies: McCann-Erickson, N. Y.; Federal Adv. Agency (Cubs, NBC bread); Botsford, Constantine & Gardner, San Francisco. *sp t n sa ta*

**NATIONAL DAIRY PRODUCTS Corp.**, New York (Sealtest). Agency: McKee & Albright, N. Y. *n t sp*

**NATIONAL DRUG & CHEMICAL CO. OF CANADA**, Montreal & Toronto. Agencies: A. McKim Ltd., Montreal; Cockfield-Brown & Co., Toronto *sa ta*

**NATIONAL FUR Co.**, Toronto (fur coats). Agency: R. C Smith & Son, Toronto *sa*

**NATIONAL LEAD Co.**, New York & San Francisco (Dutch Boy paint). Agencies: Erwin, Wasey & Co., San Francisco; Marschalk & Pratt, N. Y. *sa sp rn t*

**NATIONAL OATS Co.**, Cedar Rapids, Ia. (oats). Agency: Irwin Vladimir & Co., N. Y. *ta*

**NATIONAL OIL PRODUCTS Co.**, Harrison, N. J. (Admiracion shampoo). Agency: Chas. Dallas Reach Co., Newark. *ta sa*

**NATIONAL SHOE STORES**, N. Y. Agency: Emil Mogul, N. Y. *sp*

**NATIONAL SOAP SERVICE**, Los Angeles (soap). *sa*

**NATIONAL SMALL BUSINESSMEN'S ASSN.**, Akron, O. Agency: Schwimmer & Scott, Chicago. *sp*

**NATIONAL SOAP & REFINING Co.** (Linal granulated soap). Agency: Son De Regger & Brown Adv., Des Moines. *sp*

**NATURE FRIEND Inc.**, N. Y. (magic bird food & accessories). Direct. *sa*

**NEDICK'S STORES**, New York (orange drink, refreshment stands). Agency: Weiss & Geller, N. Y. *sp n sa*

**NEHI Corp.**, Baltimore (Royal Crown Cola). Agency: BBDO, New York. *sa ta*

**NEHI Corp.**, Columbus, Ga. (Nehi, Royal Crown beverages). Agencies: James A. Greene & Co., Atlanta; BBDO, N. Y. *n t sa ta*

**NELSON BROS. FURNITURE WAREHOUSE**, Chicago (furniture, rugs). Agency: Geo. H. Hartman Co., Chicago. *sp sa ne*

**NELSON DOUGLAS Co.**, Los Angeles (investment). Agency: Barton A. Stebbins Adv., Los Angeles. *sp*

**NESBITT FRUIT PRODUCTS**, Los Angeles (Mak-A-Quart orangeade base). Agencies: Walter K. Neill Inc., Los Angeles; Kelso Adv. Agency, Los Angeles. *t n ne sa*

**NESTLE'S MILK PRODUCTS**, New York. Agency: Leon Livingston Adv. Agency, San Francisco. *sp n rn sa*

***NEWARK STAR LEDGER***, Newark. Agency: Scheck Adv., N. Y. *sa*

**NEW CENTURY BEVERAGE Co.**, San Francisco (sparkling water). Agencies: M. E. Harlan Adv. Agency, San Francisco; Ruthrauff & Ryan, San Francisco. *sa sp ne*

**NEW ENGLAND FEDERAL SAVINGS & LOAN ASSNS.** Agency: Bresnick & Solomont, Boston. *sp*

**NEW ENGLAND FISH Co.**, Seattle. Direct. *sa*

***N. Y. JOURNAL-AMERICAN***, New York. *sa*

**NEW YORK SAVINGS BANK**, N. Y. Agency: Ruthrauff & Ryan. *sa*

**NEW YORK STATE MILK PUBLICITY BUREAU**, Albany. Agency: J. M. Mathes, N. Y. *n t sa*

**NEW YORK TELEPHONE Co.**, New York. Agency: BBDO, N. Y. *ta sa*

**NEW YORK TUNNEL AUTHORITY**, New York (Queens Midtown Tunnel Authority). Agency: Grey Adv. *sa*

**NEWSPAPER INSTITUTE**, New York. Agency: Rose-Martin Inc., N. Y. *ne*

**NITRAGIN Co.**, Milwaukee. Agency: Western Adv. Agency, Racine, Wis. *sa*

**NORTH AMERICAN ACCIDENT INSURANCE Co.**, Newark. Agency: Franklin Bruck Adv. Corp., N. Y. *sp t*

**NORTH AMERICAN AVIATION Inc.**, Inglewood, Cal. Agency: BBDO. *sa*

**NORTH AMERICAN DYE Corp.**, Mt. Vernon, N. Y. (Barrington hand cream). Agency: Atherton & Currier, N. Y. *sa*

**NORTHERN MUTUAL CASUALTY Ins. Co.**, Chicago. Agency: First United Broadcasters, Chicago. *ne sp sa*

**NORTHERN PUMP Co.**, Minneapolis. Agency: BBDO, Minneapolis & Chicago. *n ne*

**NORTHRUP, KING & Co.**, Minneapolis (seed, feed). Agencies: Olmsted-Hewitt, Minneapolis; Sidney Garfinkel Adv. Agency, San Francisco. *sp sa*

**NORTHWESTERN CHERRY GROWERS ASSN.**, Seattle. Agency. Pacific Natl. Adv., Seattle. *sa*

**NOTHWESTERN BELL TELEPHONE**, Des Moines. Direct. *sa*

**NORTHWESTERN YEAST Co.**, Chicago (Yeastfoam, Magic Yeast). Agencies: Benson & Dall, Chicago; Hays MacFarland-Aveyard & Co., Chicago; Arthur Meyerhoff & Co., Chicago. *t sa sp n*

**NORWICH PHARMACAL Co.**, Norwich, N. Y. (Pepto-Bismol). Agencies: Lawrence C. Gumbinner Adv. Agency, N. Y.; Export Adv. Agency, N. Y. *t sp sa*

**NORWICH PHARMACAL Co.**, Toronto (vitamin tablets). Agency: A. McKim Ltd., Toronto. *sp*

**NOXZEMA CHEMICAL Co.**, Baltimore (Noxzema cream). Agency: Ruthrauff & Ryan, N. Y. *sp rn*

**NOXON Inc.**, New York (metal polish). Agency: Raymond Spector Co., N. Y. *sa*

**NU-ENAMEL Corp.**, Chicago. Direct. *sa*

**NU-OX PRODUCTS Co.**, New York (Klenzo cleaning products). Direct. *sa sp*

**NUTRENA MILLS**, Kansas City, Kan. (feed). Agency: Ferry-Hanley Co., Kansas City, Mo. *ne sp*

**NUTRI-MONE Co.**, Los Angeles (plant foods). *sp sa*

**NYAL DRUG Co., Ltd.**, Toronto (chain stores). Agency: A. McKim Ltd., Toronto. *ta*

## O

**O-CEDAR OF CANADA**, Toronto (floor polish). Agency: MacLaren Adv. Co, Toronto. *sp*

**O'CEDAR Corp.**, Chicago (polish). Agencies: H. W. Kastor & Sons, Chicago; Aubrey, Moore & Wallace, Chicago. *ta sa*

**OELWEIN CHEMICAL Co**, OELWEIN, Ia. (Occo). Agency: Carey-Ainsworth, Des Moines. *sp sa*

**OGANTZ MOTOR Co.**, Philadelphia (used cars). *sa*

**OGILVIE FLOUR MILLS Co.**, Montreal. Agency: J. J. Gibbons Ltd, Montreal & Toronto. *sa*

**OHIO BELL TELEPHONE Co.**, Cleveland. Direct. *sa*

**OHIO OIL Co.**, Columbus. Agency: Stockton, West & Burkhart, Cincinnati. *n ne*

**OLD BEN COAL Corp.** (Green Marked Stoker Coal) Chicago. Agency: J. R. Hamilton Adv. Agency, Chicago. *sp*

**OLD COUNTY TROTTING ASSN.**, Mineola, New York. Agency: M. H. Hackett, New York. *sa*

**OLD DUTCH MILLS Inc.**, New York (Old Dutch Coffee). Agency: Peck Adv. Agency, N. Y. *sa sp*

**OLD FASHIONED REVIVAL HOUR**, Los Angeles (religious). Agency: Stanley Boynton, Detroit. *sp*

**OLD ORIGINAL BOOKBINDERS**, Philadelphia (seafood restaurant). Agency: Philip Klein Adv. Agency, Phila. *sp*

**OLSON RUG Co.**, Chicago (rugs). Agency: Presba, Fellers & Presba, Chicago. *sa t sp*

**OMAR BAKERIES AND OMAR MILLS**, Omaha (flour). Agency: MacFarland-Aveyard & Co., Chicago. *t sa sp n*

**OMEGA CHEMICAL Co.**, Jersey City (Omega Oil). Agency: Cecil & Presby, N. Y. *sa sp*

**OMEGA SHOE POLISH Co.**, Los Angeles (shoe polish). Agencies: John H. Riordan Co., Los Angeles; Ted Factor Adv., Los Angeles. *sp*

**O'SULLIVAN RUBBER Co.**, Winchester, Va. (rubber heels). Agencies: Bermingham, Castleman & Pierce, N. Y.; Adv. & Sales Council, Winchester. *ta sa sp*

**OWENS ILLINOIS PACIFIC COAST Co.**, San Francisco (glass). Direct. *sa ne sp*

**OYSTER SHELL PRODUCTS Co.**, New Rochelle, New York (poultry grit). Agency: Cecil & Presby, N. Y. C. *sa*

## P

**PABST SALES Co.**, Chicago. Agencies: Lord & Thomas, Chicago; Warwick & Legler, N. Y. *n rn sa sp t*

**PACIFIC BREWING & MALTING Co.**, San Francisco (Weiland's beer). Agencies: Brewer-Weeks Co, San Francisco; Long Adv. Service, San Francisco; Leon Livingston Adv. Agency, San Francisco. *ta sp*

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FREE & PETERS, INC.
Natl. Representatives

PACIFIC COAST BORAX Co., New York (20 Mule Team borax). Agency: McCann-Erickson, N. Y. *n sp*

PACIFIC GAS & ELECTRIC Co., San Francisco. Agency: McCann-Erickson, San Francisco. *sp*

PACIFIC NATL. BANK OF SEATTLE, Seattle. Direct. *sa*

PACIFIC TELEPHONE & TELEGRAPH Co., San Francisco (service). Direct. *sa*

PACKARD BELL Co., Los Angeles (radio & equipment). Agency: Barton A. Stebbins, Los Angeles. *n ne*

PACQUIN Inc., New York (hand cream). Agency: Wm. Esty & Co., N. Y. & Hollywood. *t*

PAL BLADE Co., New York. Agency: Al Paul Lefton Co., N. Y. *sa*

PAN AMERICAN COFFEE BUREAU, New York. Agencies: Buchanan & Co., N. Y.; J. M. Mathes Inc., N. Y. *sa*

PANATE Co., Chicago (hair treatment). Agency: Salem E. Baskin Adv. Agency, Chicago.

PAR SOAP Co., Oakland, Cal. Agencies: Tomaschke-Elliott, San Francisco; Brisacher Davis & Staff, San Francisco; Long Adv. Service. *n ne*

PARA MFG. Co., Newark, N. J. (shower curtains & window drapes). Agency: United Adv., Newark. *sa*

PARAMOUNT HOSIERY, Lexington, N. C. Agency: Schaffer Brennan Margulis Adv. Co., St. Louis.

PARAMOUNT PICTURES, New York. Agencies: Buchanan & Co., N. Y.; Scholts Adv., Service, Los Angeles. *sa*

PARK & POLLARD Co., Buffalo, N. Y. (poultry feeds). Agency: Landsheft Inc, Buffalo, N. Y. *sp*

PARKER PEN Co., Janesville, Wis. (pen, Quink). Agencies: Blackett-Sample-Hummert, Chicago; J. Walter Thompson Co., Chicago. *ne n*

PARKWAY BAKING Co., Philadelphia (Parkway Bread). Agency: J. M. Korn, Philadelphia. *sa*

PARR VITAMIN Co., Chicago. Agency: United Adv. Cos., Chicago. *sp*

PARROTT & Co, San Francisco (Simi wines). Agency: Blum's Adv. Agency, San Francisco. *sa*

PARTMAR Corp., Los Angeles (Paramount theatres). Agency: Sholts Adv. Service, Los Angeles. *ne*

PATENT CEREALS Co., Geneva, N. Y. (Dic-a-doo paint cleaner, brush bath). Agency: Moser & Cotkins, Utica. *sa*

PATHFINDER MAGAZINE, Washington. Agency: United Adv. Cos., Chicago.

PAXTON & GALLAGHER, Omaha (Butternut coffee). Agency: Buchanan-Thomas Co., Omaha. *sp ne*

PEABODY Co., Mendenhall, Miss. (hosiery) Agency: Southern Adv. Co., Mendenhall, Miss. *sp*

PENICK & FORD, New York (Brer Rabbit molasses, My-T-Fine dessert). Agencies: J. Walter Thompson Co., N. Y. (Brer Rabbit); BBDO, N. Y. (My-T-Fine). *ta rn t sa*

PENN SALT MFG Co., Philadelphia (smoked salt). Agency: Sherman K. Ellis & Co., Chicago. *sa*

PENN TOBACCO Co., Wilkes-Barre, Pa. (Julep, Kentucky Winners cigarettes, pipe tobacco). Agencies: Ruthrauff & Ryan, N. Y; H. M. Kiesewetter Adv. Agency, N. Y. *sp n*

PENNSYLVANIA SALT MFG. Co., Philadelphia (Lewis lye). Agency: Sherman K. Ellis & Co., N. Y. & Chicago. *sa rn ta*

PENNZOIL Co., Los Angeles (petroleum products). Agencies: Mayers Co., Los Angeles: Fuller & Smith & Ross, Cleveland. *t*

PEP BOYS OF CALIFORNIA, Los Angeles (auto accessories). Agency: Milton Weinberg Adv. Co. *ta ne sp*

DR. PEPPER (Dr. Pepper), Agency: Direct. *sa t*

DR PEPPER Co., Dallas (Dr. Pepper beverages). Agencies: Benton & Bowles, N. Y.; Tracy-Locke-Dawson, Dallas. *sa t rn*

PEPSI-COLA Co., Long Island City, N. Y. (beverage). Agencies: Newell-Emmett Co., N. Y. *sp n ta sp*

PEPSODENT Co., Chicago (Pepsodent toothpaste). Agency: Lord & Thomas, Chicago. *sa*

PERFECT PACKED PRODUCTS, Long Island City, N. Y. (Colonial brand pickles, relishes). Agency: H. A. Salzman, New York. *sa*

PERSONAL FINANCE Co, Los Angeles & Newark. Agencies: Anderson, Davis & Platte, Los Angeles; Al Paul Lefton Co., Los Angeles. *sa*

PERSONNA BLADE Co., N. Y. Agency: Amos Paris, N. Y. *ne*

PERTUSSIN MEDICINE Co., New York (cough syrup). Agency: Erwin, Wasey & Co. *ta*

PET MILK Co., St. Louis (Pet evaporated milk). Agency: Gardner Adv., St Louis. *t*

PETER PAUL Inc., Naugatuck, Conn. (Mounds & Dreams candy bars, Ten Crown gum). Agencies: Platte-Forbes, N. Y.; Brisacher Davis & Van Norden, San Franci co. *sa sp ne n*

PETERSON BAKERIES, Omaha. Agency. W. E. Long Co., Chicago. *ta*

PETERSON TRACTOR & EQUIPMENT Co., Hayward, Cal. (Caterpillar tractors). Direct. *sp ne*

PET MILK SALES Corp., St. Louis (condensed milk). Agency: Gardner Adv. Co., St Louis. *t sa sp*

PETRI WINE Co., San Francisco. Agency. Erwin, Wasey & Co., San Francisco. *sa sp ta*

PFISTER ASSOCIATED GROWERS, El Paso, Ill. (hybrid corn). Agency: Kenneth B. Butler & Associates, Mendota, Ill. *sp*

F. H. PFUNDER Co, Minneapolis (stomach tablets). Agency: Sorensen & Co., Chicago. *sp*

PHARMACAL PRODUCTS Co., N. Y. (Packard Lekrto Shaver Sales & Service). Agency: Ray-Hirsch Co., N. Y. *sa*

PHARMACO Inc., New York & Newark (Feen-a-mint). Agencies: Wm. Esty & Co., N. Y.; Baker Adv., Toronto. *sp*

PHILADELPHIA CERTIFIED MILK PRODUCERS, Phila. (milk). Agency: Clements Adv., Phila. *sp*

*PHILADELPHIA DAILY NEWS.* *sa*

PHILADELPHIA Co., Pittsburgh (utility). *sa sp*

PHILADELPHIA ELECTRIC Co., Philadelphia (appliances). Al Paul Lefton Co. (agency), Phila. *sp*

*PHILADELPHIA EVENING BULLETIN.* *ne*

*PHILADELPHIA NEWS.* Agency: First United Broadcasters, Chicago. *sp*

PHILA. & READING COAL & IRON Co., Phila. (coal). Agency: McKee & Albright, Phila. *sa*

PHILADELPHIA RETAIL COAL MERCHANTS ASSN., Phila. Agency: Larry I. Everling, Philadelphia. *ta*

PHILCO CORP. OF CANADA, Toronto. Agency: Sayre M. Ramsdell Associates, Philadelphia. *sp*

PHILCO RADIO & TELEVISION Corp, Philadelphia. Agencies: McKee & Albright, Philadelphia; Sayre M. Ramsdell Assoc., Philadelphia: *n t sp*

CHAS. H. PHILLIPS CHEMICAL Co., New York (Haley's M-O, milk of magnesia). Agency: Blackett-Sample-Hummert, N. Y. *sp n t*

PHILLIPS-JONES Corp., New York (Van Heusen Shirts). Agency: Grey Adv., N. Y. *ta*

PHILLIPS PACKING Co., Cambridge, Md. (food). Agency: Aitkin-Kynett Co., Philadelphia. *sa sp*

PHILLIPS PETROLEUM Corp., Bartlesville, Okla. Agency: Lambert & Feasley, N. Y. *n ne sp sa*

PIEL BROS.,Brooklyn (beer). Agency: Wm. Esty & Co., New York. *n t sp*

PIERCE-PHELPS Inc, Philadelphia (insulation). Agency: Adrian Bauer Adv. Agency, Philadelphia. *sa*

DR. PIERCE (Fav. Prescription). Agency: Duane Jones. *sa t*

PIERCE'S PROPRIETARIES Inc., Buffalo (proprietary). Agencies: Duane Jones Co., N. Y.; F. H. Hayhurst Co, Toronto. *ta sa t*

PILLSBURY FLOUR MILLS Co., Minneapolis. Agency: McCann-Erickson, Chicago & Minneapolis. *n sp sa*

PINE FOREST Co., Chicago (cosmetics, medical products). Agency: Goodkind, Joice & Morgan, Chicago. *t*

PINEX Co., Fort Wayne, Ind. (Pinex cold remedy). Agency: Russel M. Seeds Co., Chicago. *t sa sp*

THE BRANHAM COMPANY

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*New York*
*Detroit*
*Atlanta*
*Dallas*
*Charlotte*
*St. Louis*
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KWKH . . . . . Shreveport, La.
KTBS . . . . . . Shreveport, La.
WCPO . . . . . . Cincinnati, Ohio
WTJS . . . . . . Jackson, Tenn.
WNOX . . . . . Knoxville, Tenn.
WMC . . . . . . Memphis, Tenn.
KTBC . . . . . . Austin, Texas
KRIC . . . . . . Beaumont, Texas
KRIS . . . . . Corpus Christi, Texas
KRLD . . . . . . . Dallas, Texas
KXYZ . . . . . . Houston, Texas
WCHS . . . . . Charleston, W. Va.
WBLK . . . . . Clarksburg, W. Va.
WSAZ . . . . Huntington, W. Va.
WPAR . . . . Parkersburg, W. Va.

# DIRECTORY OF 1943 NATIONAL-REGIONAL RADIO ADVERTISERS

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass. (proprietary). Agency: Erwin, Wasey & Co., N. Y. *sa*

PIONEER BEVERAGE Co., Oakland, Cal. (Golden Bridge). Agency: Ryder & Ingram, Oakland. *sa*

PIONEER HI-BRED CORN Co., Des Moines (seed). Agency: Wallace Adv. Co., Des Moines. *sp sa*

PIONEER HIBRED CORN Co., Princeton, Ill. (seeds). Agency: R. J. Potts-Calkin & Holden, Kansas City. *sp*

PISO Co., Warren, Pa. (proprietary). Agency: Lake-Spiro-Shurman, Memphis. *sa ta*

PITTSBURGH BREWING Co., Pittsburgh. Agency: Smith, Taylor & Jenkins, Pittsburgh. *sp*

PLANNED FOODS, New York (Rose Mill Pate Gras). Agency: Blaker Adv., New York. *sa*

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa. Agencies: J. Walter Thompson Co., N. Y.; Raymond R. Morgan, Los Angeles. *ne sp*

PLANTERS EDIBLE OIL Co., Wilkes-Barre. Agency: Goodkind, Joice & Morgan, Chicago. *ne sp*

PLANTERS NUT & CHOCOLATE Co., San Francisco. Agencies: Raymond R. Morgan Co., Hollywood; Pacific Adv. Agency, San Francisco; Goodkind, Joice & Morgan, Chicago. *sp sa rn*

PLOUGH, Inc., Memphis (St. Joseph's aspirin, Breethem). Agencies: Lake-Spiro-Shurman, Memphis; J. J. Gibbons Inc., Toronto. *sp ta*

POST QUALITY FOODS, Los Angeles (Cera-co). Agency: Glasser-Gailey & Co., Los Angeles. *sa*

POSTAL TELEGRAPH-CABLE Co., New York. Agency: Biow Co., N. Y. *sa*

POTOMAC ELECTRIC POWER Co., Washington, D. C. Agency: Henry J. Kaufman Adv. Agency, Washington. *sp*

POTTER DRUG & CHEMICAL Co., Malden, Mass. (Cuticura soap). Agency: Atherton & Currier, N. Y. *t ta sa*

*POULTRY TRIBUNE*, Mount Morris, Ill. Agency: First United Broadcasters, Chicago. *sa*

PRIMA-BISMARK BREWING Co., Chicago. Agency: Newby, Peron & Flitcraft, Chicago. *sp*

PRINCE MATCHABELLI, New York (Stradivari perfume). Agency: Morse International, N. Y. *sp n*

PROCINO-ROSSI Corp., Auburn, N. Y. (macaroni). Agency: Flack Adv. Agency, Syracuse. *sp*

PROCTER & GAMBLE Co., Cincinnati (soap). Agencies: Compton Adv., N. Y. (Ivory, Fluffo, P & G, Crisco); Blackett-Sample-Hummert, Chicago (Oxydol, Dreft); Pedlar & Ryan, N. Y. (Camay, Chipso, Dash); H. W. Kastor & Sons Adv. Co., Chicago (Drene & Teel, Kirks, American Family); Benton & Bowles, N. Y. (Ivory Snow); Biow Co., N. Y. (Lava, Teel, Duz); Compton Adv., N. Y. (White Naptha, White Laundry Soap, Ivory, Duz, Crisco). *n sp sa t ta*

PROCTER & GAMBLE Co., OF CANADA, Toronto. Agencies: Pedlar & Ryan, N. Y. (Camay, Chipso); Blackett-Sample-Hummert, Chicago (Oxydol); Compton Adv., N. Y. (P & G Soap Ivory bar); Benton & Bowles, N. Y. (Ivory Snow & Crisco). *t n sp*

PRUDENTIAL INSURANCE CO. OF AMERICA, Newark and New York. Agency: Benton & Bowles, N. Y. *n sp*

PUGET SOUND POWER & LIGHT Co., Washington. *sa*

PURE FOOD Co., Mamaroneck, N. Y. (Herb-Ox bouillon). Agency: J. M. Mathes, N. Y. *sa sp*

PURE GOLD MFG. Co., Toronto (prepared food). Agency: Cockfield, Brown & Co., Toronto. *t*

PURE OIL Co., Chicago (Purol gasoline). Agency: Leo Burnett Co., Chicago. *ne n sa*

PUREPAC Corp., New York (Flemex cough syrup). Agency: Klinger Adv., N. Y. *ne*

PUREX Co., Los Angeles (bleaching solution). Agencies: Lord & Thomas, Los Angeles; BBDO, Hollywood; Foote, Cone & Belding, Los Angeles. *sa sp*

PURITY BAKERIES Corp., Chicago (taystee bread). Agencies: Campbell-Ewald of N. Y.; Direct, Campbell-Mithun, Minneapolis. *ne*

## Q

QUAKER OATS Co., Chicago. Agencies: Ruthrauff & Ryan, Chicago (oatmeal, Little Kurnels, Puffed Rice, Wheat); Sherman & Marquette, Chicago (Quaker Oats, Mother's Oats, Full O'Pep); Schumacher, Leeds. Chicago (Sparkies, Farina); Sherman K. Ellis & Co , N. Y. (Aunt Jemima, Pettijohn's cereals, Muffets); Mitchell-Faust Adv. Co., Chicago (macaroni); Campbell-Ewald Co , Chicago (concentrated soup); Benton & Bowles, Chicago (Farina); Sherman K. Ellis & Co., Chicago (pancake flour). *n sp sa t ta*

QUAKER OATS Co., Peterboro, Ont (Ful-O-Pep Feed). Agencies: Lord & Thomas, Toronto; Spitzer & Mills Ltd., Toronto. *t sp*

QUALITY BAKERS OF AMERICA CO-OP Inc., New York. Direct. Harry Jacobs Productions, N. Y. *ta*

QUEEN MAKE DRESS Co.. New York. Agency: Abbott Kimball Co., N. Y. *sa*

## R

RADBILL OIL Co., Philadelphia. Agency: Harry Feigenbaum Adv. Agency, Philadelphia. *sp*

RADIO CORP. OF AMERICA, Camden. N. J. (radio sets, tubes). Agencies: Lord & Thomas, N. Y.; Ruthrauff & Ryan, N. Y. *n sp sa t ta sw*

RAINBOW BREAD Co., Denver. *sa sp*

RAINIER BREW (Beer). Agency: Buchanan & Co. *sa sp*

RAINIER BREWING Co., San Francisco. Agency: Buchanan & Co., Los Angeles *sa sp*

RALADAM Co.. Detroit (Marmola). Agencies: Street & Finney, N. Y.; Spot Broadcasting, N. Y. *ta*

RALSTON PURINA Co., St. Louis (Ry-Krisp, cereal and feeds). Agency: Gardner Adv. Co., St. Louis. *n sa sp ta*

RALSTON PURINA Co., Toronto (feed, dog food). Agency: James Fisher Co., Toronto. Gardner Adv. Co. *t*

RCA VICTOR Co., Montreal (radios, records) Agency: Lord & Thomas of Canada, Toronto. *sp n*

READER'S DIGEST Assn., Pleasantville, N. Y. (magazines). Agency: BBDO, N. Y. S. A. Grant Adv., Mexico City. *sa*

RED & WHITE FOOD STORES, Denver. *ne*

RED TOP BREWING Co., Cincinnati. Agency: Joseph Adv. Agency, Cincinnati. *sa ta*

RED-EE FOODS (Cinch cake mix), Los Angeles. Agency: Elwood J. Robinson Adv., Los Angeles. *sa*

TAYLOR REED Corp., Mamaroneck, N. Y. (jumbo pudding. cocoa marsh milk booster). Agency: Tracy, Kent & Co., N. Y.

REGAL AMBER BREWING Co. (Beer). Agency: M. E. Harlan. *sa t*

REGAL AMBER BREWING Co., San Francisco. Agency: M. E. Harlan Adv. Agency, San Francisco. *sa*

REID, MURDOCH & Co., Chicago & Medford, Mass. (Monarch foods). Agencies: Rogers & Smith Adv. Agency, Chicago; W. B. Ross & Assoc., Los Angeles; U. S. Adv. Co., Chicago. *sa*

REID NATIONAL CORN Co., Anamosa, Ia. (hybrid corn). Agency: Fairall & Co., Des Moines. *sa*

WM. B. REILY & Co., New Orleans (coffee and tea). Agency: Walker Saussy, New Orleans. *sa*

RELIANCE MANUFACTURING Co., Chicago. Agency: Ruthrauff & Ryan, N. Y.

RENAULT, L. N., & Sons, Egg Harbor City, N. J. (wines). Agency: Gray & Rogers. Philadelphia. *sp*

REPUBLIC DRUG Co., Denver. Agency: Raymond Keane Adv. Agency, Detroit.

REPUBLIC PICTURES Corp., New York. Agency: Donahue & Coe, New York.

RESEARCH DES-TEX Corp., Miami & Evanston (dry cleaner & foam rug shampoo). Agency: Earl Ludgin Co., Chicago.

RESINOL Co., Baltimore (ointment). Agency: Courtland D. Ferguson Inc., Washington and Baltimore.

REVERIE Inc., New York (cosmetics). Agency: Craven & Hedrick, N. Y. *sa*

REVLON PRODUCTS (cosmetics). Agency: William H. Weintraub & Co., N. Y. *sp*

REX RESEARCH Corp., Toledo (Fly-Tox). Agency: Miller Agency Co., Toledo. *ta sa*

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel, Tops cigarettes, Prince Albert Tobacco). Agency: Wm. Esty & Co., N. Y. *sa sp*

RICHFIELD OIL Co., of California, Los Angeles (Richfield gas). Agency: Hixson-O'Donnell, Los Angeles. Sherman K. Ellis Co., N. Y. *n ne t ta sp*

RICHFIELD OIL CORP. OF N. Y. Agency: Sherman K. Ellis & Co., N. Y. Hixson-O'Donnell Co., Los Angeles. *ne n t sp ta*

RICHMAN BROS. Co., Cleveland (men's clothes). Agency: McCann-Erickson, Cleveland. *sa sp ne*

RICH'S DEPARTMENT STORE, Atlanta. *sp*

RIDD LABS., San Francisco (Riddfoot powder). Agency: Rhoades & Davis Adv., San Francisco. *sp*

RIESER Co., N. Y. (Venida leg make-up). Agency: E. T. Howard Co., N. Y. *sa*

RINGLING BROS. & BARNUM & BAILEY CIRCUS. George H. Hartman & Co., Chicago; Caples Co., Chicago. *sa*

RIT PRODUCTS Corp., Chicago (dyes). Agency: Earle Ludgin Inc., Chicago. *ta t sa*

RKO-RADIO PICTURES Corp., New York (movies). Agency: Lord & Thomas, N. Y.; Donahue & Coe, N. J. *sa sp*

ROBERTS BIOLOGICAL LABS., Toronto (Vitavex cold caps.). Agency: MacLaren Adv., Toronto. *sa*

ROBERTSHAW THERMOSTAT Co., Youngwood, Pa. (heat control). Agency: Hixson-O'Donnell Adv., N. Y. *sa*

ROCKWOOD & Co., Brooklyn (Pecan Feast). Agency: Federal Adv. Agency, N. Y. *sp sa*

FRANCIS ROGERS & SONS, New York (department store). Agency: Callo, McNamara & Schoeneich, N. Y. *ne*

ROHM & HAAS Co., Philadelphia (sulphur dust). Agency: T. J. Maloney, N. Y. Newell-Emmett Co., N. Y. *sa*

ROMA WINE Co., New York (Cellared and La Boheme wines). Agencies: Bern ingham, Castleman & Pierce, N. Y.; Robe Kahn & Associates, Chicago; Cesana & Assoc., San Francisco; Biow Co., N. Y. *t sa sp rn ne*

ROMAN CLEANSER Co., Detroit. Agency: Gleason Adv. Co., Detroit. *sa rn*

RONZONI MACARONI Co., N. Y. (macaroni, spaghetti sauce). Agency: E Mogul Co., N. Y. *sa*

ROSE MFG. Co., Beacon, N. Y. (Tr ogen rose spray). Agency: Picard Adv. N. Y. *sa*

ROSEFIELD PACKING Co., Alameda, Cal. (Skippy peanut butter). Agency: Sidney Garfinkel Adv. Agency, San Francisco. *t*

ROSICRUCIAN FELLOWSHIP, Santa Monica, Cal. (religious). Agency: De L. Simmons, Los Angeles. *sp*

ROYAL CROWN BOTTLING Co., Opelika, Ala. (Royal Crown beverage) (made by Nehi). Agency: BBDO, N. Y. *ta*

ROYAL LACE PAPER WORKS (paper doilies). Agency: Lawrence C. Gumbiner, N. Y. *sa sp*

RUBEL BAKING Co., Cincinnati. Agency: Campbell-Mithun Agency, Minneapolis.

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RUBSAM & HORRMAN BREWING Co., Staten Island, N. Y. (R & H beer). Agency: Samuel C. Croot Co., N. Y. *sp sa*

RUM & MAPLE TOBACCO Corp., New York. Agency: Raymond Spector Co., N. Y. *sa*

RUMFORD CHEMICAL WORKS, Providence, R. I. (baking powder). Agency: H. B. Humphrey Co., Boston. *rn sa sp t*

JACOB RUPPERT BREWERY, New York. Agency: Ruthrauff & Ryan, N. Y. *sa sp t ne*

RUSSELL-MILLER MILLING Co., Minneapolis (Occident flour). Agency: N. W. Ayer & Son, Chicago; Campbell-Mithun, Minneapolis. *sp t sa ta*

## S

S. & W. FINE FOODS, San Francisco. Agency: Brisacher, Davis & Staff, San Francisco; S. C. Croot Inc., N. Y. *sa*

IRVING SACHS, Philadelphia (used cars). Agency: H. M. Dittman, Philadelphia. *sp*

SACHS QUALITY FURNITURE, New York. *t sa sp*

MORRIS B. SACHS, Chicago (clothing stores). Agency: Wade Adv., Chicago. *sp*

SAFEWAY STORES, Oakland, Cal. (grocery chain). Agency: Lord &. Thomas, Los Angeles (institutional); McCann-Erickson, San Francisco; J. Walter Thompson Co., San Francisco (Brown Derby beer, Lucerne milk). *rn sa sp ta*

SAF-KIL Co., Benton Harbor, Mich. (rat poison). Agency: United Adv. Co., Chicago. *sp*

SALES BUILDERS Inc., Los Angeles (Max Factor & Co., Hollywood) (cosmetics). Agencies: Ted H. Factor Agency, Los Angeles; Smith & Drum, Los Angeles. *sa*

SAL-FAYNE Corp., Dayton (Sal-Fayne). Agency: Douglas Hall, Dayton. *ta*

DR. SALSBURY'S LABS., Charles City, Ia. (poultry remedies). Agency: N. A. Winter Adv. Agency, Des Moines. *sa ta*

SAMS CUT RATE Inc., Detroit (dept. store). *sp*

D E. SANFORD Co., Los Angeles (cleaner). Agency: Dana Jones Co., Los Angeles. *ne*

SAN GABRIEL WINE Co., L. I. City, New York. Agency: Emil Mogul Co., N. Y. *ta*

SAN-NAP-PAK MFG. Co, New York (Lydia Grey cleaning tissues). Agency: Biow Co., New York. *sa*

SANTA MONICA FLAVOR & EXTRACT Co., Santa Monica. Agency: Raymond R. Morgan Co., Hollywood. *sp*

SANTE CHEMICAL Co., (Sul-Ray collodial sulphur mineral bath). Agency: H. A. Salzmann Inc., N. Y. *ne sp t*

SARATOGA PRODUCTS, Toronto (potato chips). Agency: F. H. Hayhurst Co., Toronto. *sa*

SARATOGA VICHY SPRING Co., Saratoga Springs, N. Y. (spring water). Agency: Leighton & Nelson, Schenectady, N. Y. *ne*

SARDICK FOOD PRODUCTS, New York (dried & dehydrated foods). Agency: Hill Adv., N. Y.

SAWYER BISCUIT Co., Chicago. Agency: George H. Hartman Co., Chicago. *sa sp*

SAWYER, H. E., CABINET Co., Los Angeles (kitchen cabinets). *sa*

F. & M. SCHAEFER BREWING Co., Brooklyn. Agency: BBDO, N. Y. *sp*

ADAM SCHEIDT BREWING Co., Norristown, Pa. (Valley Forge beer). Agency: Lawrence I. Everling, Philadelphia. *t sa*

SCHENLEY DISTILLERS Corp., New York (Cresta Blanca wines). Agencies: William H. Weintraub Co., N. Y.; Peck Adv., N. Y. *n sp*

SCHOLL MFG. Co., Chicago (Zono-pads, Foot Balm, foot appliances, remedies). Agency: Donahue & Coe, N. Y.

S. A. SCHONBRUM & Co., N. Y. (Savarin coffee). Agencies: M. H. Hackett Inc., N. Y.; Ruthrauff & Ryan, N. Y. *sa*

SCHUCKL & Co., Sunnyvale, Cal. (Rancho soup). Agency: Erwin, Wasey & Co., San Francisco. *ne*

SCHULZE & BURCH BISCUIT Co., Chicago (crackers). Agency: Reinke, Ellis, Younggreen & Finn, Chicago. *ta*

SCHUTTER CANDY Co., Chicago. Agencies: Rogers & Smith, Chicago; Roche, Williams & Cunnyngham, Chicago. *sa*

SCUDDER FOOD PRODUCTS (Monterey Park, Cal. (potato chips, peanut butter, toasted nuts). Agency: Brisacher, Davis & Van Norden, Los Angeles. *ne*

WILLIAM S. SCULL & Co., Seattle (Minute Man soup). Agency: Compton Adv., N. Y. *sa*

SEABOARD FINANCE Co., Los Angeles (loans). Agency: Smith & Bull Adv., Los Angeles. *sa sp n ne*

SEAL-COTE Co., Hollywood (finger nail polish preserver). Agency: Buchanan Co., Los Angeles. *sa t*

SEALTEST Inc., Philadelphia (dairy products). Agency: McKee & Albright, Philadelphia. *t n sp*

SEALY MATTRESS Co., Los Angeles. Agency: Alvin Wilder Adv., Los Angeles. *sp*

SEAMAN BROS., New York. *sa*

SEARS FOOD DISTRIBUTING Co., Los Angeles (Buttr-Stretch). *sp*

SEARS, ROEBUCK & Co., Chicago (retail). Agencies: Blackett-Sample-Hummert, Chicago; Mayers Co., Los Angeles (in Southern Cal.); Wiltman & Pratt, Pittsburgh. *t rn sd*

SEASONETTE DISTRIBUTING AGCY., Pasadena, Cal. (food seasoning). Agency: Eugene Rouse & Co., Los Angeles. *sp*

SEATTLE FUR EXCHANGE, Seattle. Agency: Milne & Co., Seattle. *ne*

SEATTLE RUBBER STAMP, Seattle. Agency: Northwest Radio Adv. Co., Seattle. *sa*

SECURITY FIRST NATIONAL BANK, Los Angeles (investments). Agency: Dana Jones Co., Los Angeles. *sa*

SEECK & KADE, New York (Pertussin). Agency: Erwin, Wasey & Co., N. Y. *ta*

SEEMAN BROS., New York (Lava-Bake White Rose tea, Kitchen Magic). Agencies: J. D. Tarcher & Co., N. Y.; Al Paul Lefton Co., N. Y. *sp ne*

SELECT THEATRES Corp., New York (plays). Agency: Blaine-Thompson Co., N. Y. *sp sa*

R. B. SEMLER Inc., New York (Kreml hair tonic). Agency: Erwin, Wasey & Co., N. Y. *n sp ne*

SERUTAN Co., Jersey City (proprietary). Agency: Raymond Spector Co., N. Y. *sp t ne*

SERVEL Inc., N. Y. (meats). Agency: BBDO, N. Y. *sp*

SERVUS CLOTHES, N. Y. (men's clothes). Agency: Klinger Adv., N. Y. *sp sa*

SEVEN-UP BOTTLING Co., Durham, N. C. Los Angeles & Montgomery, Ala. (beverage). Agencies: Glasser, Los Angeles; Rhoades & Davis, San Francisco; Raymond Keave, Denver; Harvey-Massengale Co., Durham. *sa sp*

SEYDEL CHEMICAL Co., Jersey City (Subenon Medical). Agency: Victor Van der Linde Inc., New York.

W. A. SHAEFFER PEN Co., Fort Madison, Ia. (pens, pencils, Skrip). Agency: Russel M. Seeds, Chicago.

SHALER Co., Waupun, Wis. (Rislone motor oil). Agency: Kirkgasser-Drew Adv. Agency, Chicago. *sa ta*

SHASTA WATER Co., San Francisco (sparkling water). Agency: Brisacher, Davis & Staff, San Francisco. *ne sa*

W. A. SHAEFFER PEN Co., Fort Madison, Ia. (fountain pens). Agency: Russel M. Seeds Co., Chicago. *sp t sa n ne*

SHEFFIELD FARMS Co., New York (dairy products). Agency: N. W. Ayer & Son, N. Y. *t sp sa*

SHELL UNION OIL Corp., N. Y. Agency: J. Walter Thompson Co., N. Y.

SHERWIN-WILLIAMS Co., Cleveland (Kem-tone paint). Agencies: Warwick & Legler, N. Y.; Newell-Emmett Co., N. Y. *sa sp*

SHERWIN-WILLIAMS Co. (paints), Cleveland. Agency: Warwick & Legler, N. Y. *sp*

SHILLITO, JOHN, Co., Cincinnati (department store). Direct. *sp*

SHREDDED WHEAT Co., Niagara Falls, Ont. (Cubs). Agency: Cockfield, Brown & Co., Toronto. *ta*

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Movie fans, eager to keep in touch with the fast-moving events in wartime Hollywood, now rely more than ever on Jimmie Fidler, the Blue network's ace cinema reporter. Fidler is heard on WROK every Sunday night at 8:45.

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# DIRECTORY OF 1943 NATIONAL-REGIONAL RADIO ADVERTISERS

SCHREIBER MILLING Co., St. Joseph, Mo. (feeds). Agency: Simmonds & Simmonds, Chicago. *sa*

SIDLES Co., Lincoln (Casite oil). Direct. *ta*

SIERRA CANDY Co., San Francisco. Agency: Robert B. Young, San Francisco. *sp*

SIGNAL OIL & GAS Co., Los Angeles. Agency: Barton A. Stebbins Adv. Agency, Los Angeles. *rn sp n*

SIMON & SCHUSTER, New York (tax instruction book). Agency: Northwest Radio Adv. Co., Seattle; Huber Hoge & Sons, N. Y. *sp*

SIMONIZ Co., Chicago (auto polish). Agency: George H. Hartman Co., Chicago. *sa sp t*

SIMONS & HEWITT, Chicago (Lovely Lady Burde Cologne). Agency: Malcolm-Howard Adv., Chicago. *t*

SINCLAIR REFINING Co., New York (H-C gasoline, etc.). Agency: Hixson-O'Donnell Adv., N. Y. *n sp*

SKELLY OIL Co., Kansas City. Agency: Henri, Hurst & McDonald, Chicago. *ne sp n*

SKINNER & EDDY Corp., Seattle (Minute Man soap mixes). Agency: J. M. Mathes Inc., N. Y.; J. William Sheets Co., Seattle. *sp n*

SKINNER MFG. Co., Omaha (Skinner's raisin bran, macaroni products). Agency: Ferry-Hanly Co., Kansas City. *sa ta*

DR. EARLE S. SLOAN Inc., New York (liniment). Agency: Warwick & Legler, N. Y. *n sp*

THE SMILING IRISHMAN, Los Angeles (used cars). Agency: Advertising Bureau of America. *sa*

ALLEN V. SMITH Co., Marcellus, N. Y. (Puritan Brand split peas). Agency: Alley & Richards Co., N. Y. *sa*

SMITH BROTHERS Co., Poughkeepsie, N. Y. (cough drops). Agency: J. D. Tarcher & Co., N. Y. *n sa sp*

EPPENS SMITH Co., N. Y. (Holland House Coffee, Challenge Tea). Agency: Scheck Adv., Newark.

SOCONY-VACUUM OIL Co., New York (Mobilgas & Mobiloil). Agency: Compton Adv. Co., N. Y. *ta n ne*

SOILOFF MFG. Co., Glendale, Cal. (paint cleaner). Agencies: Hillman-Shane Adv., Los Angeles; Buchanan & Co. *sa sp n ne*

SOLVENTOL CHEMICAL PRODUCTS Co., Detroit (Solventol). Agency: Holmes Associates, Detroit. *t*

SOUTHERN CALIFORNIA NAVAL UNIFORM DISTRIBUTERS, Los Angeles (uniforms). Agency: Hillman-Shane-Breyer, Los Angeles. *sp*

SOUTHERN CALIFORNIA TELEPHONE Co., Los Angeles. Agency: Mayers Co. *sa*

SOUTHERN COTTON OIL Co., New Orleans. Agency: Tracey-Locke-Dawson, N. Y. & Dallas. *sp*

SOUTHERN PACIFIC Co., San Francisco (railway). Agency: Lord & Thomas, San Francisco. *sa*

SOUTHERN SPRING BED Co., Atlanta. Agency: Tucker Wayne & Co., Atlanta. *ne*

SOY FOOD MILLS Co., Chicago (Golden Mix). Agency: Jim Duffy, Chicago.

SOYA WHEAT Co., Redwing, Minn. (soya-wheat flour). Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*

A. G. SPALDING & BROS. (sports goods), Chicopee, Mass. Agency: Ferry-Hanly Co., N. Y. *sp*

SPARKLETT'S DRINKING WATER Corp., Los Angeles. Agency: Raymond R. Morgan Co., Hollywood. *sp t ne*

SPERRY FLOUR Co., San Francisco (flour, cereals). Agencies: Westco Adv. Co., San Francisco, and Knox Reeves Adv., Minneapolis. *n sp t ne*

SPIEGEL'S Inc., Chicago (mail order). Agency: J. L. Stewart Agency. Chicago. *sp*

SPRATTS PATENT Ltd., Newark (dog foods). Agency: Paris & Peart, N. Y. *sa*

SPOOL COTTON Co., N. Y. (spoolthread booklet). Agency: Kenyon & Eckhardt, N. Y. *sa*

SPRECKLES SUGAR Co., San Francisco. Agency: J. Walter Thompson Co., San Francisco. *sp*

E. R. SQUIBB & SONS, New York (dental cream). Agencies: Geyer, Cornell & Newell, N. Y ; Dorland International Inc., N. Y. (for foreign adv.); BBDO, N. Y. *n sp*

J. H. STAFFORD INDUSTRIES, Toronto (dehydrated). Agency: Commercial Broadcasting Service, Toronto. *t*

A. E. STALEY MFG. Co., Decatur, Ill. (corn starch). Agency: Blackett-Sample-Hummert, Chicago. *sa sp*

STANBACK Co., Salisbury, N. C. (headache remedy). Agencies: J. Carson Brantley Adv. Agency, Salisbury. N. C.; Klinger Adv. Corp., N. Y.; Dave Lodge, Philadelphia. *sp sa t ta n*

STANCO PRODUCTS, New York (Flit, Mistol, Nujol). Agency: McCann-Erickson, N. Y. *t ta*

STANDARD B VITAMINS Inc., New York (Major "B" B complex tablets). Agency: Charles W. Hoyt Co., New York.

STANDARD BEVERAGES, San Francisco (Par-T-Pak). Agency: Brisacher, Davis & Staff, San Francisco. *sp*

STANDARD BRANDS, New York (Fleischmann, Chase & Sanborn, etc.). Agencies: J. Walter Thompson Co.. N. Y. (Tender Leaf Tea); Sherman K. Ellis Co., N. Y.; Kenyon & Eckardt, N. Y. (Fleischmann's, Chase & Sanborn coffee); Arthur Kudner, N. Y.; Ted Bates Inc., N. Y. (Royal gelatins and puddings, baking powder, Fleischmann's liquors). *n sp t rn sa*

STANDARD BRANDS, Montreal (Fleischmann's food products). Agencies: J. Walter Thompson Co., Montreal; Arthur Kudner, N. Y.; Kenyon & Eckhardt, N. Y. *n sp sa ta*

STANDARD ENCYCLOPEDIA Co., New York. Agency: Airmart Co., New York. *sp*

STANDARD OIL Co. of Cal., San Francisco. Agency: BBDO San Francisco. & Direct. *sp*

STANDARD OIL Co. of Indiana, Chicago. Agency. McCann-Erickson, Chicago. *ta rn sp n*

STANDARD OIL Co. of N. J., New York (Esso). Agency: Marschalk & Pratt, N. Y. *n sp sw*

STAR FURNITURE Co., Portland, Ore. *sp*

STARKIST Co., San Antonio (toothpaste, vitamins). Agency: Pitluk Adv., San Antonio. *sp*

STARLINE Inc., Harvard, Ill. (barn equipment). Agency: L. W. Ramsey Co., Davenport. *sa*

START SOUND ENGINEER Corp. (radio school). Direct. *t*

STATIONERS SPECIALTY Co., New York. Agency: Carl Calman Inc., New York. *sa sp*

FREDERICK STEARNS & Co., Windsor, Ont. (Nyal drugs). Agency: A. McKim Ltd., Toronto. *sa*

STEPHANO BROS., Philadelphia (Marvel cigarettes). Agency: Aitkin-Kynet Co., Philadelphia. *sp sa t*

STERLING DISTRIBUTORS, Windsor, Ont. (Bayer aspirin). Agencies: Blackett-Sample-Hummert, Chicago; Ruthrauff & Ryan, N. Y. (Ironized Yeast, Molle Shaving Cream). *n*

STERLING INSURANCE Co., Chicago (Penny-A-Day insurance). Agencies: Neal Adv. Agency, Chicago; E. H. Brown Adv., Chicago. *sp ne*

STERLING PRODUCTS, New York (Bayer aspirin, Danderine, etc.). Agencies: Blackett-Sample-Hummert, Chicago; Cramer-Krasselt Co., Milwaukee; Stack-Goble Adv. Agency, Chicago; Ruthrauff & Ryan, N. Y. (Consumer Products); Sherman & Marquette. *n t sp*

STERN & Co., Philadelphia (furniture). Agency: Frank Wellman, Philadelphia. *sa*

STERN-SLEGMAN-PRINS Co., Kansas City (Betty Rose coats and suits). Agency: Davud B. Mindlin Adv., Kansas City, Mo.

STERN'S NURSERIES, Geneva, N. Y. (trees). Agency: W. L. Wright Co., Rochester. *sa*

STOKELY BROS. & Co, Indianapolis (Van Camp's Tenderoni, beans). Agency: Calkins & Holden, N. Y. *sa n*

STORZ BREWING Co., Omaha. Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*

STRAWBRIDGE & CLOTHIER, Philadelphia (department store). *sa*

STREET & SMITH PUBLICATIONS, New York (magazines). Agency: Victor Van der Linde Adv. Agency, N. Y. *sa*

STRIETMANN BISCUIT Co., Cincinnati (Dixie Vanilla Wafers). Agencies: Harry M. Miller Inc., Cincinnati; Stockton-West-Burkhart. *sp t*

JOHN STUART SALES. Toronto (Dunhill cigarets). Agency: Harry E. Foster Agencies, Toronto. *sp*

STUDEBAKER SALES Corp. of America, South Bend, Ind. (autos). Agency: Roche, Williams & Cunnyngham, Chicago; Schrimmer & Scott, Chicago. *t ne*

SUDBURY LABS., S. Sudbury, Mass (Chaperone). Agencies: Mason L. Ham Adv., Boston; Bresnick & Solomon, Boston. *sa*

SULFA PRODUCTS Co., Kansas City, Mo. (Psoriasis remedy). Agency: Merritt Owens, Kansas City.

SUN DRUG STORES, Pittsburgh. *ne s*

SUN OIL Co., Philadelphia (Sunoco motor oils). Agencies: Roche, Williams & Cunnyngham, Chicago (insecticides); Stewart-Jordan Co., Philadelphia. *n sa t ta ne*

SUN SHIPBUILDING & DRYDOCK Co., Chester, Pa. *sp*

SUNLITE BAKERY, San Francisco (bread). Agency: W. E. Long Co., Chicago. *sp t*

SUNNY SALLY VEGETABLE GROWERS, Vernon, Cal. Agency: Tyler T. Smith Adv., Hollywood. *sp*

SUNNYVALE PACKING Co., San Francisco (Rancho soups). Agency: Lord & Thomas, San Francisco. *n sa sp*

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SUNSET MAGAZINE (home and garden periodical). Agency: Brisacher, Davis, Van Norden & Staff. *sp sa*

SUNWAY FRUIT Products Co., Chicago (vitamins). Agency: Schwimmer & Scott, Chicago; Sorensen & Co., Chicago; Northwest Radio Adv. Co., Seattle. *sa sp ne*

SUPERIOR SEAFOOD Co., Los Angeles. Agency: Hillman-Shane-Breyer, Los Angeles. *sp*

JOHN SURREY LTD., New York (Snow Apple pipe tobacco). Agency: Jasper, Lynch & Fishel, N. Y. *ne*

SUTHERLAND LIVESTOCK COMMISSION Co., Sutherland, Neb. *sa sp*

R. L. SWAIN TOBACCO Co., Danville, Va. (Pinehurst cigarettes). Agency: Gotham Adv. Co., N. Y. *t*

SWEETS CO. OF AMERICA, New York (Tootsie Rolls). Agencies: Biow Co., N. Y.; Duane Jones Co., N. Y. *ta sa*

SWIFT & Co., Chicago (meat, Vigoro, dairy products, Sunbrite). Agencies: J. Walter Thompson Co., Chicago; Stack-Goble Adv. Agency, Chicago; Blackett-Sample-Hummert, Chicago (Brookfield cheese); Needham, Louis & Brorby, Chicago. *ta sa n sp*

## T

TALBOT MFG. Co., Los Angeles (bath powder). Agency: J. Russel Miller Co., Los Angeles. *sp*

DR. LOUIS T. TALBOT, Los Angeles (religious). Agency: Smith & Bull Adv., Los Angeles. *sp*

G. TAMBLYN Ltd., Toronto (drug store chain). *sp*

TAPPINS, Philadelphia (jewelers). Agency: Cox & Tanz, Philadelphia. *sa*

TAYLOR AUTO Co., Los Angeles (used cars). Agency: Elwood J. Robinson Adv., Los Angeles. *sp*

JOHN TAYLOR DRY GOODS Co., Kansas City. Agency: R. J. Potts-Calkins & Holden Agency, Kansas City. *sp*

TAYTON Co., Los Angeles (cosmetics). Agencies: Allen C. Smith Adv. Co., Kansas City; Barton A. Stebbins Adv., Hollywood; BBDO, Los Angeles. *sp rn*

TERMINAL BARBERSHOPS, New York. Agency: Maxon Inc., New York. *sp sa*

TERRE HAUTE BREWING Co., Terre Haute, Ind. (Champagne Velvet beer). Agency: Wm. Pollyea Adv. Agency, Terra Haute and direct. *t sp*

JOSEPH TETLEY & Co., New York (soup mix, tea). Agencies: Maxon Inc., N. Y.; Duane Jones Co., N. Y. *rn sa t sp*

TEXAS Co., New York (Texaco gasoline). Agency: Buchanan & Co., N. Y. *n sp sw*

S. B. THOMAS Inc., Long Island City, N. Y. (Protein Bread and English Muffins). Agencies: Merrill Anderson Co., N. Y.; Sherman K. Ellis & Co., N. Y. *sp ne*

THOMAS SUPPLY & EQUIPMENT Co., Ottawa (cosmetics). Agency: Stanfield & Blaikie, Montreal.

THOMPSON HYBRID CORN Co., Des Moines (Hybrid corn). Agency: Cary-Ainsworth, Des Moines. *sa*

THREE SISTERS, New York (women's apparel). Agency: Aubrey, Moore & Wallace, Chicago. *sp*

THRIFTY DRUG Co., Los Angeles (chain). Agencies: Milton Weinberg Adv. Co., Los Angeles; Hillman-Shane-Breyer, Los Angeles. *t sp ne*

TIDE WATER ASSOCIATED OIL Co., San Francisco and New York (Veedol & Tydol). Agencies: Lennen & Mitchell, N. Y. Lord & Thomas, San Francisco. *n sp sa*

TIDY HOUSE PRODS., Des Moines (household cleaners). Agency: Cary-Ainsworth, Des Moines. *sa sp*

TILLAMOOK COUNTY CREAMERY ASS'N., Tillamook, Ore. (dairy products). Agency: Botsford, Constantine & Gardner, Portland, Ore. *rn sp n*

TIME Inc., New York (magazines, newsreel). Agencies: Young & Rubicam, N. Y.; Grant Adv. S. A., Mexico City. *n sp*

TOBENE, N. Y. Agency: Joseph Katz Co., N. Y. *sa*

TRAVELERS CASUALTY INSURANCE Co., Chicago. Agency: First United Broadcasters, Chicago. *sa sp*

JOHN F. TROMMER Inc., Brooklyn, N. Y. (White Label Beer). Agency: Federal Adv. Agency, N. Y. *ta sp*

TRYCO Co., Hollywood (foot ointment). Agency: T. Tyler Smith, Hollywood. *sp*

TUCKETT'S LTD., Hamilton, Ont. (Buckingham, Wings cigarettes). Agencies: McLaren Adv. Co., Toronto; Whitehall Broadcasting Ltd., Montreal. *t ta sa n*

TURCO PRODUCTS Inc., Los Angeles (cleaning compound). Agency: Warren G. Fehlman Adv., Huntington Park, Cal. *sp t*

TWENTIETH CENTURY - FOX FILM Corp., New York. Agency: Kayton-Spiero, N. Y. *n sa*

TWIN CITY SHELLAC Co., Brooklyn. Agency: Diener & Dorskind, New York. *sa t*

## U

UNION OIL CO. OF CAL., Los Angeles (Aristo oil). Agencies: Lord & Thomas, Los Angeles; Foote, Cone & Belding, Los Angeles. *n sp rn*

UNITED AIR LINES, Chicago. Agency: N. W. Ayer & Sons. *sp*

UNITED ARTISTS Corp., New York (movies). Agencies: Donahue & Co., N. Y.; Lawrence Fertig & Co., N. Y.; M. M. Fisher Assoc., Chicago. *sa*

UNITED DRUG Co., Boston (Rexall and Puretest drug products). Agency: Street & Finney, N. Y. *t ta*

UNITED DRUG Co., Toronto (Rexall). Agency: Ronalds Adv. Agency, Toronto. *sa sp*

U. S. BREAKFAST FOOD Co., Omaha. Agency: Buchanan-Thomas Adv., Omaha. *sa*

UNITED STATES ENTERPRISES, Los Angeles (first aid kits). Agency: Charles H. Mayne, Los Angeles. *t*

U. S. RUBBER Co., N. Y. Agency: Campbell-Ewald Co., N. Y. *sp*

U. S. TOBACCO Co., New York (Dill's, Model, B & R tobacco). Agency: Arthur H. Kudner, N. Y. *n sa sp*

UNITED WALLPAPER Co., Chicago. Agency: MacFarland, Aveyard & Co., Chicago. *sa*

UNIVERSAL ENTERPRISES, Los Angeles (paint). Agency: Adolph Wenland Adv., Los Angeles. *sp*

UTAH OIL REFINING Co., Salt Lake City. Agency: Gillham Adv. Agency, Salt Lake City *sa ta*

## V

VAN CAMP MILK Co., New York (evaporated milk). Agency: William Douglas McAdams, N. Y. *sa*

VAN CAMP'S Inc., Indianapolis (food). Agency: Calkins & Holden, N. Y. *ta sp sa*

VAN DE KAMP'S HOLLAND-DUTCH BAKERS, Los Angeles. Agency: California Adv. Agency, Los Angeles. *t*

VAPO-CRESOLENE Co., New York (vaporizers). Agency: Irwin Vladimir & Co., N. Y. *sa*

VAPOR CHEMICAL Corp., New York. Agency: Abbott, Kimball & Co., N. Y.

VARLEY PRODUCTS Corp., Chicago (flavoring). Agency: Hoffman & York, Milwaukee. *sa*

VEGETRATE Co., Los Angeles (Vegebroth, Lax-a-trate, VFI, Dehydrated products). Agency: Charlie Davis Adv., Los Angeles. *sa*

VERLEY PRODUCTS Corp., Chicago (imit. butter flavor). Agency: Hoffman & York, Milwaukee. *sa*

VERNOR'S GINGER ALE Co., Toronto (soft drinks). Agency: Walsh Adv. Co., Toronto. *sp*

VESS BEVERAGE Co. (Cleo-Cola), St. Louis, Mo. Agency: Russel C. Comer Adv. Co., Kansas City, Mo. *ta*

VICK CHEMICAL Co., N. Y. C (Vick's Voratone, Vaporub, Vatronal). Agencies: Morse International, N. Y.; Grant Adv., Chicago. *n sa sp rn t ne ta*

VICK CHEMICAL (cough drops). Agency: Morse International. *sa sp*

VINTON HYBRID CORN Co., Vinton, Ia. Agency: Weston-Barnett, Waterloo, Ia. *sa*

VIO-BIN Corp., Monticello, Ill. (cattle remedies). Agency: Rogers & Smith, Chicago. *sa*

VITA POWER PRODUCTS (Vita Plus Gasoline Tablets). Agency: Sylvain D. Broder, New York. *sa*

VITAMIN NUTRITION PRODUCTS, Chicago (Vitapac). Agency: Schwimmer & Scott, Chicago.

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# 1943 NATIONAL-REGIONAL RADIO ADVERTISERS

F. G. VOGT & SONS, Philadelphia (dog food, scrapple). Agency: Clements Co., Philadelphia. *sp sa*

VOICE OF PROPHECY Inc., (Seventh Day Adventist Church Commission). Agencies: G. C. Hoskin & Assoc., Chicago; Jack Parker & Assoc. *sp n*

N. Y. VON Co., N. Y. (Von's Pink Tablets). Agency: Roy S. Durstine Inc., N. Y. *sa sp*

## W

W. H. Y. & KEVO PRODUCTS, Azusa, Cal. Agency: Barton A. Stebbins Adv., Los Angeles. *sp*

WADDELL COFFEE Co., Atlanta (Riverdale Club coffee). *sa*

WAGNER BOTTLING Co. *sp*

WAIT CAHILL Co., Decatur, Ill. (Green Mountain cough syrup). Agency: Wade Adv. Co., Chicago. *sp*

WALGREEN Co., Chicago (chain drug stores). Agency: Schwimmer & Scott, Chicago. *ne sp*

WALKER'S AUSTEX CHILI Co., Austin, Tex. Agency: Crook Adv., Dallas. *sa*

WALKER REMEDY Co., Waterloo, Ia. (Walko poultry remedy). Agency: Weston-Barnett, Waterloo, Ia. *sa ta t*

WANDER Co., Chicago (Ovaltine). Agency: Blackett-Sample-Hummert, Chicago. *n t sa sp*

WARD BAKING Co., New York (Ward baking products). Agencies: Sherman K. Ellis & Co.; J. Walter Thompson Co., N. Y.; W. E. Long Co., Chicago. *t*

WARD BAKING Co., Chicago. Agency: W. E. Long Co., Chicago. *sa*

WARNER BROS. PICTURES, New York. Agency: Blaine-Thompson Co., N. Y. *sa t*

WASHINGTON COOPERATIVE EGG & POULTRY ASSN., Seattle. Agency: Pacific National Adv. Agency, Seattle; direct. *sa*

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. Agency: Cecil & Presby, N. Y. *sp*

WASHINGTON STATE APPLE COMMISSION, Wenatchee, Wash. Agency: J. Walter Thompson Co., Seattle and San Francisco. *sp sa*

L. E. WATERMAN Co., New York (pens and pencils). Agency: Charles Dallas Reach Co., Newark. *sp ne*

R. L. WATKINS Co., New York (Dr. Lyons toothpowder, etc.). Agency: Blackett-Sample-Hummert, Chicago. *n sp t*

THOMAS J. WEBB Co,, Chicago (coffee). Agency: Schwimmer & Scott, Chicago. *t*

WEBER SHOWCASE & FIXTURE Co., Los Angeles. Direct. *ne*

WEILER FOODS, Chicago (soup). *sp*

WEINSTEIN Co., San Francisco (department store chain). *sa*

FOX WEIS Co., Philadelphia (furs). Agency: Harry Feigenbaum, Philadelphia. *sa*

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice). Agency: H. W. Kastor & Sons, Chicago. *n sa t ta sp*

WELCH GRAPE JUICE Co., Toronto (beverage). Agency: Cockfield, Brown & Co. Ltd., Toronto. *sp*

WELLMAN, PECK & Co., San Francisco (wholesale grocers). Agency: Botsford, Constantine & Gardner, San Francisco. *n sa*

M. WERK Co., St. Bernard, O. (soap). Agency: Frederic W. Ziv Adv. Agency, Cincinnati. *t*

WESLEY RADIO LEAGUE, Detroit (religious). Agencies: Aircasters, Detroit; Stanley G. Boynton, Detroit. *n sp*

WESSON OIL & SNOWDRIFT Co., New Orleans (Wesson salad oil, etc.). Agencies: Fitzgerald Adv. Agency, New Orleans; Kenyon & Eckhardt, N. Y. *n sp sa t ta*

WEST COAST SOAP Co., Oakland, Cal. (Powow). Agency: Brisacher, Davis & Staff, San Francisco. *sa sp*

WESTCRAFT LABORATORIES (Perm Wave Kit). Agency: Lou Sterling. *sa sp*

WEST DISENFECTING Co., Long Island City (CN). Agency: Alfred J. Silberstein Inc., N. Y. *sp*

WESTERN AUTO SUPPLY Co., Los Angeles. Agency: BBDO, Los Angeles. *sa*

WESTERN BOOK & TRACT Co., Oakland, Cal. (Bibles). Agency: Direct. *sa*

WESTERN CANADA FLOUR MILLS, Toronto (feeds). Agency: A. McKim Ltd., Toronto. *sa*

WESTERN ELECTRIC Co., New York (Audiphone). Agency: Newell-Emmet Co., New York. *ne*

WESTERN PROCESSED FOOD Co., Los Angeles. *sa*

WESTERN STOVE Co., Culver City, Cal. (institut.) Agency: Mays & Bennett Adv., Los Angeles. *sp*

WESTERN UNION TELEGRAPH Co., San Francisco. Direct. *sa*

WESTINGHOUSE E & M Co., E. Pittsburgh, Pa. and Philadelphia. Agencies: Fuller & Smith & Ross, N. Y.; Young & Rubicam, N. Y. *n rn sp*

WESTLAND LIFE INSURANCE Co., San Francisco. Agency: Brisacher, Davis & Staff, San Francisco. *sp*

WHEAT NUT DISTRIBUTING Co., Los Angeles (cereal). Agency: Assoc. Advertisers, Los Angeles. *sa*

WHEATENA Co., Rahway, N. J. (cereal). Agency: Compton Adv., N. Y. *n t sp*

WHEATLEY MAYONNAISE Co., Louisville. Agency: M. R. Kopmeyer Co., Louisville. *sp*

WHEELING STEEL Corp., Wheeling, W. Va. (institutional). Agency: Critchfield & Co., Chicago. *n sp*

WHELAN DRUG Co., N. Y. (drug store chain). Agency: Neff-Rogow, N. Y.

WHITE LABS., New York (proprietary). Agencies: H. W. Kastor & Sons; Wm. Esty & Co., N. Y. *sa n rn t ta*

WHITING-MEAD Co., Los Angeles (building materials). Agency: Stellar Millar Adv., Los Angeles. *sa*

WIEBOLT STORES, Chicago (dept. store chain). Agency: Needham, Louis & Brorby, Chicago. *sp t*

WILBERT PRODUCTS, New York, (wax). Agencies: W. I. Tracy Inc., N. Y.; Tracy, Kent & Co., N. Y. *t sp ta sa*

WILCO Co., Los Angeles (Biff). Agency: Elwood J. Robinson Adv. Los Angeles.

WILDROOT Co., Buffalo (hair tonic). Agency: BBDO, Chicago. *sp*

WILLARD TABLET Co., Chicago (proprietary). Agency: First United Broadcasters, Chicago. *ne sp*

WILLIAMS Co., Kokomo, Ind. (Bouffont washing agent, O-Gee cleanser). Agency: MacDonald-Cook Co., South Bend.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving soap & toilet prep.). Agency: J. Walter Thompson Co., N. Y. *sp n sw*

J. B. WILLIAMS Co. (Canada), Montreal (shaving cream). Agency: J. Walter Thompson Co., Montreal. *t n sp*

R. C. WILLIAMS & Co., New York (Royal Scarlet coffee, food products). Agency: Alley & Richards Co., N. Y. *sp sa*

WILLIAMS WATERPROOFING & PAINT Co., Los Angeles (waterproofing, paint). Agency: Allied Adv., Los Angeles. *sp*

WILLIAMSON CANDY Co., Chicago (O Henry candy bars). Agency: Aubrey, Moore & Wallace, Chicago. *sa n sp*

WILSON & Co., Chicago (lard, Mor dog food). Agency: U. S. Adv. Corp., Chicago. *sa t sp ta*

WILSON & Co., Los Angeles (oleo). Agency: Brisacher, Davis & Staff, San Francisco.

WILSON MILK Co., Indianapolis. Agency: Keeling & Co., Indianapolis. *n sp ta*

WILSON SPORTING GOODS Co., Chicago (athletic equip.) Agency: U. S. Advertising Corp., Chicago. *sp*

WINSTON-NEWELL Co., Minneapolis (Red Rooster Coffee). Agency: Campbell-Mithun, Minneapolis. *ta*

WINTERINE MFG. Co., Denver (Antarctic Antifreeze). *sa*

WISCONSIN DEPT. OF AGRICULTURE. Agency: Bert S. Gittins Adv., Milwaukee. *sa*

WM. H. WISE & Co., New York (books). Agencies: Northwest Radio Adv. Co., Seattle; Huber Hoge & Sons, N. Y. *n sa*

WONDER BAKERIES, Toronto. Agency: J. J. Gibbons Ltd., Toronto. *sa*

CAMPBELL WOODS Co., Pittsburgh (coffee, Breakfast Cheer). Agency: J. Grant Agency, Pittsburgh. *sp*

HUGH M. WOODS MERCANTILE Co., Denver (lumber). Direct.

WORCESTER COOPERATIVE FEDERAL SAVINGS & LOAN ASSN., Worcester. Direct. *sp*

WORCESTER SALT Co., N. Y. (owned by Morton's Salt Co.). Agency: J. Walter Thompson Co., N. Y.

WORLD'S PRODUCTS Co., Spencer, Ind. (Laymon's Vitamins). Agency: Phil Gordon, Adv. Agency, Chicago. *sa*

WRIGHT AERONAUTICAL Corp., Paterson, N. J. *sp*

WM. WRIGLEY Jr. Co., Chicago (chewing gum). Agencies: Arthur Meyerhoff & Co., Chicago; Frances Hooper Adv. Agency, Chicago; Vanderbie & Rubins, Chicago; J. Walter Thompson Co., Chicago. *sp t*

WM. WRIGLEY CO. OF CANADA, Toronto. Agencies: J. Walter Thompson, Toronto; Tandy Adv. Agency, Toronto. *sp n*

ALLEN B. WRISLEY DISTRIBUTING Co., Chicago (Olivio soap). Agency: George H. Hartman Co., Chicago. *t*

WYANDOTTE CHEMICALS Co., Wyandotte, Mich. Agency: N. W. Ayer & Son, N. Y. *t*

WYETH CHEMICAL Co., New York and Jersey City (Hill's cold tablets). Agency: Blackett-Sample-Hummert, New York. *sp n*

WYLER & Co., Chicago (dehydrated soups, vegetable flakes, bouillon cubes). Agencies: Goodkind, Joice & Morgan, Chicago; Aubrey, Moore & Wallace, Chicago. *sa ne*

## Y

YAGER LINIMENT Co., Baltimore. Agency: Harvey-Massengale Co., Atlanta. *sa*

YELLOW CAB Co., Philadelphia (taxicabs). Agencies: Aaron & Brown Adv. Agency, Philadelphia: E. L. Brown Agency, Philadelphia. *sp*

YAMI YOGURT PRODUCTS Co., Los Angeles (dairy products). Agency: Erwin, Wasey & Co., Los Angeles. *sa*

W. F. YOUNG Inc., Springfield, Mass. (Absorbine Jr.). Agency: J. Walter Thompson Co., N. Y. *ta*

## Z

ZERBST PHARMACAL Co., St. Joseph's, Mo. (capsules). Agency: Pott-Turnbull, Kansas City. *sa*

ZONITE PRODUCTS Corp., New York (Forhan's toothpaste). Agency: Erwin, Wasey & Co., N. Y. *n ne*

KFNF
SHENANDOAH, IOWA
●
1000 watts
●
920 kc
●
Frank Stubbs, Mgr.

# Group Ownership of U. S. Broadcasting Stations

*These groups are not necessarily available as networks but are listed to show ownership or operation of three or more stations by single entities.*

**BLUE NETWORK OWNED AND MANAGED STATIONS**—WJZ, New York; WENR, Chicago; KGO, San Francisco. All affiliates of BLUE Network; all represented nationally by Blue Network Spot Sales.

**H. J. BRENNAN STATIONS**—WJAS and KQV, Pittsburgh; WHJB, Greensburg, Pa.

**ARDE BULOVA STATIONS**—WOV and WNEW, New York; WCOP, Boston; WPEN, Philadelphia; WNBC, Hartford; WELI, New Haven. Chief executive: Harold A. Lafount, 501 Madison Ave., New York.

**A. L. CHILTON STATIONS**—KLRA and KGHI, Little Rock; KSKY, Dallas.

**CLEVELAND PLAIN DEALER STATIONS**—Includes WHK and WCLE, Cleveland; WHKC, Columbus; WKBN, Youngstown (minority interest).

**CBS OWNED AND OPERATED STATIONS**—*Owned:* WABC, New York; WTOP, Washington; WBT, Charlotte; KMOX, St. Louis; KNX, Los Angeles; WBBM, Chicago; WCCO, Minneapolis; WEEI, Boston. All affiliates of CBS network; all represented nationally by Radio Sales Inc.

**THE COWLES STATIONS (Including Iowa Broadcasting System)**—Comprising KSO and KRNT, Des Moines; WMT, Cedar Rapids-Waterloo; WNAX, Yankton, S. D.-Sioux City, Ia. Available as a group. Represented nationally by the Katz Agency. Headquarters: Any station. Executive officers: Gardner Cowles Jr., president; Luther L. Hill, vice-president; John Cowles, vice-president; Sumner Quarton, vice-president; Craig Lawrence, vice-president, KSO-KRNT; Robert Dillon, commercial manager, KSO-KRNT; William Quarton, commercial manager, WMT; Phil Hoffman, general manager and vice-president, WNAX; Ted Enns, national sales manager.

**DON LEE BROADCASTING SYSTEM**—Owned and managed stations: KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego; KDB, Santa Barbara. Vice-President and General manager: Lewis Allen Weiss, KHJ.

**GENE T. DYER STATIONS**—WSBC, WAIT and WGES, Chicago.

**FORT INDUSTRY CO. STATIONS** (George B. Storer-John H. Ryan)—WSPD, Toledo; WWVA, Wheeling, W. Va.; WMMN, Fairmont, W. Va.; WLOK, Lima, O.; WHIZ, Zanesville, O.; WAGA, Atlanta; KIRO, Seattle (minority). Headquarters: New Center Bldg., Detroit.

**GANNETT NEWSPAPERS STATIONS**—WHEC, Rochester; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WTHT, Hartford; WDAN, Danville, Ill.; WOKO and WABY, Albany, N. Y. (minority). All holdings through newspapers.

**GEORGIA BROADCASTING SYSTEM**—Operates jointly owned WRBL, Columbus; WATL, Atlanta; WGPC, Albany. Available at joint rates. Headquarters: WRBL, Columbus. Officers: J. W. Woodruff, president; J. W. Woodruff Jr., executive manager. Represented nationally by Spot Sales Inc.

**GENERAL TIRE & RUBBER CO. STATIONS** (Formerly owned by The John Shepard Jr. interests)—WNAC, Boston; WAAB, Worcester; WEAN, Providence; WICC, Bridgeport, Conn. President: William F. O'Neil. Chairman of the Board: John Shepard 3rd. [See Yankee Network.]

**JOHN A. KENNEDY STATIONS**—WCHS, Charleston, W. Va.; WBLK, Clarksburg, W. Va.; WPAR, Parkersburg, W. Va.; WSAZ, Huntington, W. Va. (minority).

**PIERCE E. LACKEY STATIONS**—WPAD, Paducah, Ky.; WHOP, Hopkinsville, Ky.; WSON, Henderson, Ky.

**CLARENCE & MARTIN LEICH STATIONS**—WEOA and WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.

**McCLATCHY BROADCASTING CO. STATIONS**—Stations owned by McClatchy Newspapers: KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KOH, Reno, Nev. Headquarters: McClatchy Broadcasting Co., Sacramento. President: Eleanor McClatchy.

**MORGAN MURPHY-WALTER C. BRIDGES STATIONS**—WEBC, Duluth; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis. Mr. Murphy also has an interest in KVOL, Lafayette, La.

**NBC MANAGED AND OWNED STATIONS**—Owned: WEAF, New York; WRC, Washington; WMAQ, Chicago; WTAM, Cleveland; KPO, San Francisco; KOA, Denver. All members of NBC network; all represented nationally by NBC Spot Sales.

**J. LINDSAY & GILMORE DUNN STATIONS**—WLAP, Lexington, Ky.; WCMI, Ashland, Ky.; KFDA, Amarillo, Tex.

**OKLAHOMA PUBLISHING CO. STATIONS** (E. K. Gaylord, Edgar T. Bell, et al)—WKY, Oklahoma City; KLZ, Denver and KVOR, Colorado Springs (owned by stockholders of Oklahoma Publishing Co.)

**JOHN H. PERRY STATIONS**—WCOA, Pensacola, Fla.; WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.

**PHOENIX REPUBLIC & GAZETTE STATIONS**—KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KYUM, Yuma, Ariz. (minority); KYCA, Prescott, Ariz. (minority).

**GEORGE A. RICHARDS-LEO FITZPATRICK STATIONS**—WJR, Detroit; WGAR, Cleveland; KMPC Beverley Hills, Cal. (Stock in WJR publicly held.)

**ADELINE B. RINES STATIONS**—WCSH, Portland, Me.; WFEA, Manchester, N. H.; WRDO, Augusta, Me.

**SCRIPPS-HOWARD GROUP** — Scripps-Howard Radio Inc., is licensee of WCPO, Cincinnati, and WNOX, Knoxville. Memphis Publishing Co. is licensee of WMC, Memphis, operated separately. Memphis Broadcasting Co., wholly owned by Memphis Publishing Co., is licensee of WMPS, Memphis. Scripps-Howard Radio Inc. headquarters: 230 Park Ave., New York City. Officials: Jack R. Howard, 230 Park Ave., New York City, president (on leave U. S. Navy); James C. Hanrahan, WMPS, executive vice-president (on leave U. S. Army); Richard B. Westergaard, WNOX, vice-president; Mortimer C. Watters, WCPO, vice-president in charge.

**SYMONS-CRANEY STATIONS**—KGIR, Butte; KXL, Portland, Ore.; KFPY, Spokane, Wash.; KFPA, Helena, Mont. (Craney only); KRBM, Bozeman, Mont.

**TAYLOR-HOWE-SNOWDEN STATIONS** — KGNC, Amarillo; KTSA, San Antonio; KFYO, Lubbock, Tex.; KRGV, Weslaco, Tex. Operating executive: O. L. Taylor, KGNC.

**TRI-CITY STATIONS** (Edward A. & Philip P. Allen)—Regional hookup of three Virginia stations: WSLS, Roanoke; WLVA, Lynchburg; WBTM, Danville. General Manager: Philip P. Allen. Executive Offices: WLVA, Lynchburg.

**WESTINGHOUSE RADIO STATIONS Inc.**—Operating WBZ, Boston; WBZA, Springfield, Mass.; KDKA, Pittsburgh; KYW, Philadelphia; WOWO and WGL, Fort Wayne, Ind. Also shortwave station WBOS, Boston. Also FM stations WBZ-FM, Boston; KDKA-FM, Pittsburgh; WOWO-FM, Fort Wayne; KYW-FM, Philadelphia; WBZA-FM, Springfield, Mass. Not operated as network but directly supervised by this subsidiary of Westinghouse Electric & Manufacturing Co. Represented nationally by NBC Spot Sales. Headquarters: 1619 Walnut St., Philadelphia. Officials: Walter Evans, vice-president; Lee B. Wailes, manager; B. A. McDonald, sales manager; W. B. McGill, advertising manager; D. A. Myer, engineering manager; F. A. Logue, auditor; Gordon Hawkins, program supervisor.

**HARRY C. WILDER STATIONS**—WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WKNE, Keene, N. H.

Kermit-Raymond
CORPORATION

745 FIFTH AVENUE
NEW YORK 22, N. Y.
ELdorado 5-5511

**Mr. Program Buyer**
**Wherever You May Be**

**My dear Mr. Program Buyer:**

*Would you be interested in buying a TESTED, MIRTH-FILLED, HUMAN INTEREST, BIG NAME transcribed radio program . . . FOR NO MONEY?*

*Naturally!*

**Well, we believe that radio stations are constantly on the lookout for good radio programs; and naturally, producers are always on the lookout for a market to sell their wares. Yet, unfortunately for both radio station and producer, advertisers are very often either unable or unwilling to pay a fair price to get the top-notch radio shows.**

**So, up pops a problem—a problem for both producer and radio station, and it's a tough problem, too. For, after all, any station wants good program schedules because good program schedules mean more listeners—and more listeners mean more advertisers—and you know what more advertisers mean. Which brings us back to the advertisers and "that problem."**

**However, we figured, all problems must have a solution, and so we got busy to work one out in this case—and sure enough we hit on one! We think it's a good solution—for the simple reason that it solves the problem. It gives you a good show; it provides us with an outlet for our show; we get paid—BUT IT COSTS YOU NO MONEY! AND WHAT'S MORE—THIS PLAN ENABLES YOU TO MAKE TWO TIME SALES SIMULTANEOUSLY!**

**We are offering THREE of our *big name* fifteen-minute transcribed shows to you "practically as a gift" for NO MONEY as outlined above—*Famous Fathers*, with such great stars as Deems Taylor, Admiral Byrd, Ozzie Nelson, Jimmy Dorsey, Lauritz Melchior, Col. Roosevelt, Lowell Thomas and others. . . . *The Meal of Your Life*, with such great guest stars as Gertrude Lawrence, Elsa Maxwell, Burgess Meredith, Ilka Chase, George Jessel and others. . . . *The Woman*, a half-hour show with such great personalities as Hildegarde, Mayor La Guardia, John Boles, Ted Collins, Grace Moore, and others of equal name caliber. You will want to know how to get these terrific "NAME" transcribed shows for NO MONEY, and how you can sell them and keep the revenue. Write, wire or telephone us today for complete details on "exclusive" for your market.**

**Most cordially yours,**

*"Ray" Green,*
*General Manager.*

• Radio Productions

# *Directory of*

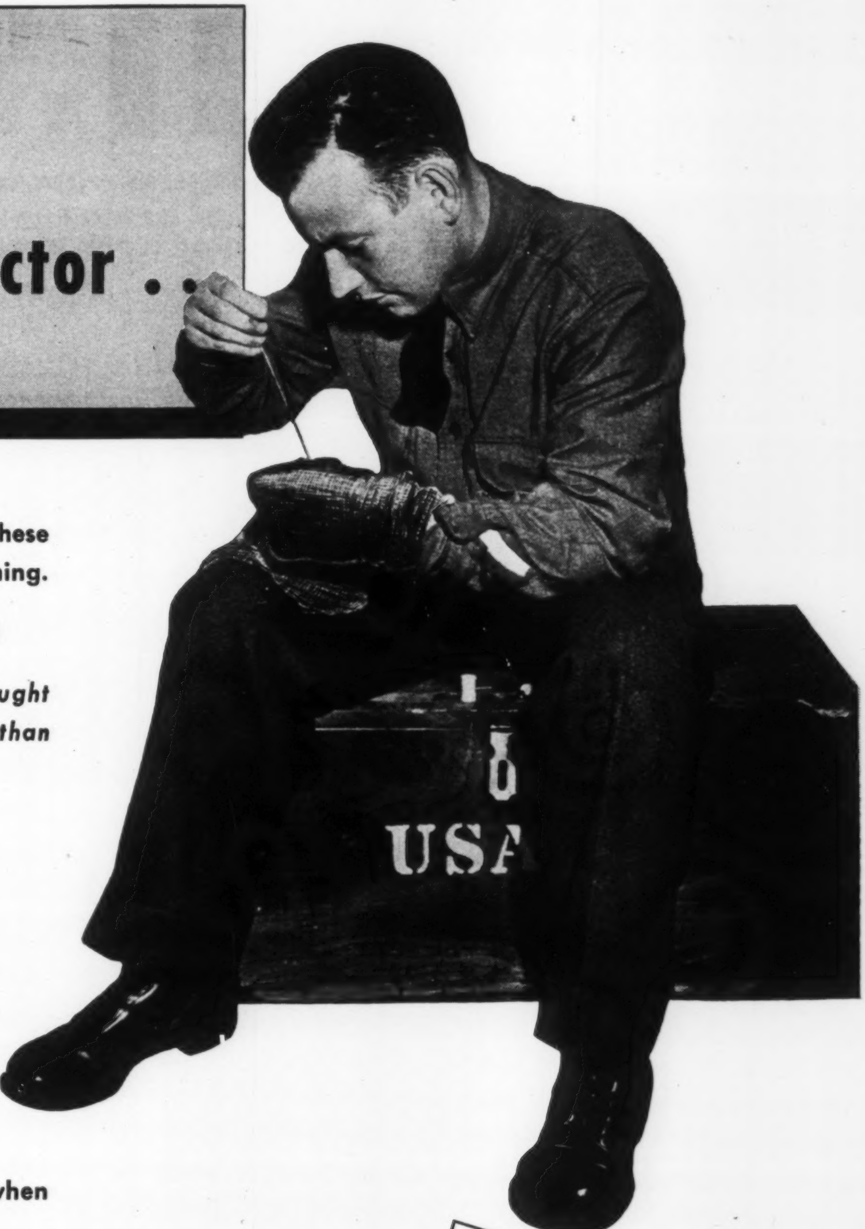
# Transcription, Recording, Program Producing, Script, Talent and Related Services

**Because of interchangeable nature of services offered by various companies in combination fields, these directories are combined. For reference convenience it is suggested the type of service desired be located by first consulting the column headed "Nature of Service".**

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|---|---|---|---|---|---|
| Acoustic Equipment Co. | Atlanta 3, Ga. | Walton Bldg. | Walnut 6714 | P. C. Bangs | Transcriptions, recording |
| John Adaskin Productions | Toronto, Ont. | 67 Yonge St. | Elgin 7062 | John Adaskin | Production, scripts |
| Advance Television Pictures Service Inc. | New York City | 729 Seventh Ave. | Bryant 9-5600 | Robert Matthews | Production of motion pictures for television stations |
| Advertisers Recording Service Inc. | New York City | 113 W. 57th St. | Circle 6-0141 | James A. Miller | Production, recording |
| Nicholas T. Agneta | New York City 20 | 9 Rockefeller Plaza | Columbus 5-2142 | Nicholas T. Agneta | Production, talent |
| J. T. Ainley Co. | Chicago 11, Ill. | 55 E. Superior St. | Superior 5310 | J. T. Ainley | Production |
| Air Features Inc. | New York City | 247 Park Ave. | Wickersham 2-0077 | J. E. Sauter | Production |
| All-Canada Radio Facilities Ltd. | Calgary, Alta.<br>Montreal, Que.<br>Toronto, Ont.<br>Winnipeg, Man.<br>Vancouver, B. C. | Southam Bldg.<br>Dominion Square Bldg.<br>Victory Bldg.<br>Electric Ry. Chambers<br>543 Seymour St. | M-7691<br>Lancaster 6400<br>Elgin 2464<br>96-861<br>Marine 9542 | H. R. Carson<br>Burt Hall<br>G. F. Herbert<br>P. H. Gayner<br>J. E. Baldwin | Transcriptions |
| Charles H. Allen Agency | New York City | 1270 Sixth Ave. | Circle 7-4124 | Charles H. Allen | Talent |
| Alton Alexander Productions | New York City 20 | Radio City | Columbus 5-7035 | Alton Alexander | Production, scripts |
| Norman Alexandroff & Co. | Chicago 5, Ill. | 410 So. Michigan Ave. | Wabash 6762 | Norman Alexandroff | Talent, production |
| Allied Record Mfg. Co. | Hollywood 38, Cal.<br>Washington 4, D. C. | 1041 N. Las Palmas Ave.<br>Earle Bldg. | Hollywood 5107<br>Executive 3792 | Louis I. Goldberg<br>M. J. Mara | Transcription processing, phonograph records, apparatus |
| American Foundation for the Blind | New York City | 15 West 16th St. | Chelsea 3-2821 | R. B. Irwin | "Talking book" records and machines |
| American Institute of Food Products | New York City 6 | 75 West St. | Bowling Green 9-9188 | Robert A. Bories | Production |
| American Jewish Broadcasting Co. | New York City 7 | 270 Broadway | Worth 2-3322 | Herman Younglieb | Jewish programs |
| American Radio Syndicate | New York City 17 | 1 E. 44th St. | Murray Hill 6-3488 | Horton Hards | Scripts, production |
| F. D. Anderson | St. Louis 1, Mo. | Paul Brown Bldg. | Garfield 1055 | F. D. Anderson | Production |
| Arcy Agency | New York City | 1619 Broadway | Columbus 5-7374 | Robert H. Calvert | Talent |
| Laura Arnold | New York City | 545 Fifth Ave. | Murray Hill 2-2795 | Laura Arnold | Talent |
| Arts Recording Studios | New York City | 29 W. 57th St. | Plaza 8-0407 | M. Wankel | Foreign language scripts |
| ASCAP Radio Program Service | New York City | 30 Rockefeller Plaza | Columbus 5-7464 | Robert L. Murray | Syndicated scripts for use with live talent for recorded musical programs |
| Asch Recording Studios | New York City 19 | 117 W. 46th St. | Bryant 9-3137 | .............. | Transcriptions, records, scripts |
| Arthur H. Ashley | New York City | 457 W. 57th St. | Columbus 5-1348 | Arthur H. Ashley | Foreign language programs |
| Associated Broadcasting Co. | Chicago, Ill. | 817 E. 92nd St. | Triangle 2244 | Frank J. Kovach | Production, scripts, recording |
| Associated Broadcasting Co. Ltd. | Montreal, Que.<br>Toronto, Ont. | Dominion Sq. Bldg.<br>Central Bldg. | Belair 3325<br>Adelaide 3248 | M. Maxwell<br>K. H. Gregory | Production, scripts, recording |
| Associated Music Publishers Inc. | New York City 19 | 25 W. 45th St. | Bryant 9-0845 | Clinton M. Finney | Transcription library, production, scripts |
| Associated Releases | Hollywood 28, Cal. | P. O. Box 1213 | Hillside 0101 | Arthur Solomon | Production, scripts |
| Audio Recording Studio | Vancouver, B. C. | 850 W. Hastings St. | Marine 9053 | Walt Shinnick | Production, recording, scripts |
| Audio-Scriptions Inc. | New York City 19 | 1619 Broadway | Circle 7-7690 | Ezekiel Rabinowitz | Transcriptions (Library of Voices), recording |
| Clarence J. Austin | New York City | 218 W. 14th St. | Chickering 2-7128 | C. J. Austin | Talent |
| Basch Radio Productions | New York City 22<br>Chicago, Ill.<br>Cleveland, O.<br>Boston, Mass. | 17 E. 45th St.<br>223 N. La Salle St.<br>Bulkley Bldg.<br>Statler Bldg. | Murray Hill 2-8877<br>State 5096<br>Prospect 2922<br>Hubbard 5225 | Charles J. Basch Jr.<br>F. R. Jones<br>Alonzo Hawley<br>Robert C. Foster | Transcriptions, production, scripts |
| Don Bassett Productions | Toronto, Ont. | 891 Bay St. | Kingsdale 7924 | Don Bassett | Production, scripts |
| Batchelor Enterprises Inc. | New York City | 30 Rockefeller Plaza | Circle 6-4224 | Walter Batchelor<br>Howard Reilly | Production, talent, scripts |
| Baudry-Harwood Radio Productions | Montreal, Que. | 1434 St. Catherine St. W. | Plateau 9811 | Yvette Baudry | Scripts, production |
| Marcel Baulu-Laboratoire de Redaction | Montreal, Que. | 1434 St. Catherine St. W. | Lancaster 9572 | Madeleine Painchaud | Productions, scripts |
| Irene Beasley Radio Production Service | New York City | 501 Madison Ave. | .............. | Irene Beasley | Production |
| Beck Recording Studios | Minneapolis 3, Minn. | 1722 Hennepin Ave. | Atlantic 8901 | R. C. Brown | Sound-slide films, production, scripts |
| M. S. Bentham | New York City | 48 W. 48th St. | Bryant 9-1227 | M. S. Bentham | Production, scripts |
| Phil Berg-Bert Allenberg Inc. | Beverly Hills, Cal.<br>New York City | 121 S. Beverly Drive<br>501 Madison Ave. | Crestview 6-3131<br>Eldorado 5-1076 | Phil Berg<br>Nelson Hesse | Talent, production |
| Stanley Bergerman & Co. | Beverly Hills, Cal. | 9629 Brighton Way | Crestview 6-3196 | Stanley Bergerman | Talent |
| Harry Bestry | New York City | 1776 Broadway | Circle 6-7094 | Harry Bestry | Talent |
| Beverly Radio | Chicago, Ill. | 1805 W. 95th St. | Cedarcrest 4677 | Roy Young | Recording |
| Walter Biddick Co. (Radio Programs Division) | Los Angeles 15, Cal. | 1151 So. Broadway | Richmond 6184 | L. Hill | Recording, production |
| G. C. Bird & Assoc. | Los Angeles 28, Cal. | 1745 N. Gramercy Pl. | Hollywood 3981 | G. C. Bird | Transcriptions |
| Fritz Blocki Productions | New York City | 655 Fifth Ave. | Plaza 9-6180 | Fritz Blocki | Package shows, scripts |

(Continued on Page 332)

# Is this *your* Program Director . .



**The radio manpower shortage is tough these days; especially tough on *local* programming.**

**That's where ASSOCIATED can help most!**

***Which is why more stations have bought ASSOCIATED in the past few months than in any comparable period in years.***

**You get a full measure of the most useful *radio* music from ASSOCIATED... large units... timely music and timeless . . . WITH PERFORMANCES UNMATCHED IN QUALITY AND RECORDING, and with variety for every program need.**

**Why not get the most out of a Library when you need it most? Get ASSOCIATED!**

ALL ASSOCIATED TRANSCRIPTIONS are made on highest fidelity *vertical-cut* Vinylite, for AM and FM radio stations.

ASSOCIATED gives you a CONTINUITY SERVICE that makes complete SELLING programs for you from your Library.

*Write for:*
**"You Need FIVE Basic Kinds of Music From Your Library Service Today"**
It shows you how to get Library programs that sell.

*Sales Representatives:*

## SPOT SALES, Inc.

*New York*
400 Madison Ave.

*Chicago*
360 No. Michigan

*Hollywood*
Hollywood Blvd.
at Cosmo St.

*San Francisco*
Third & Market

*"The Aristocrat of the Turntable"*
**ASSOCIATED RECORDED PROGRAM SERVICE**
25 West 45th Street
New York, N. Y.
A Division of
Associated Music Publishers, Inc.

# BMI BLANKETS
# WITH BLA

## Advertising agencies and transcription companies which have checked their spot campaigns against our list of licensees find their clearance problems eliminated by the use of BMI Music on BMI Stations.

### ALABAMA
Anniston — WHMA
Birmingham — WAPI
—WBRC—WSGN
Decatur — WMSL
Dothan — WAGF
Gadsden — WJBY
Mobile — WALA—WMOB
Montgomery — WCOV—WSFA
Muscle Shoals City — WLAY
Selma — WHBB
Tulscaloosa — WJRD
Opelika — WJHO
Bessemer — WJLD

### ARIZONA
Lowell — KSUN
Phoenix — KOY—KPHO—KTAR
Prescott — KYCA
Safford — KGLU
Tucson — KTUC—KVOA
Yuma — KYUM

### ARKANSAS
Blytheville — KLCN
El Dorado — KELD
Fort Smith — KFPW
Helena — KFFA
Hot Springs — KTHS—KWFC
Little Rock — KARK
—KGHI—KLRA
Pine Bluff — KOTN
Siloam Springs — KUOA

### CALIFORNIA
Bakersfield — KERN—KPMC
Berkeley — KRE
Beverly Hills — KMPC
Chico — KHSL
El Centro — KXO
Eureka — KIEM
Fresno — KARM—KFRE—KMJ
Glendale — KIEV
Hollywood — KHJ-FM
Long Beach — KFOX—KGER
Los Angeles — KECA
— KFAC — KFI — KFWB — KFVD
KGFJ — KHJ — KMTR — KNX —
KRKD
Marysville — KMYC
Merced — KYOS
Modesto — KTRB
Monterey — KDON
Oakland — KLS—KROW—KLX
Pasadena — KPAS—KWKW
Redding — KVCV
Riverside — KPRO
Sacramento — KFBK—KROY
San Bernardino — KFXM
San Diego — KFMB—KFSD—KGB
San Francisco — KFRC
— KGO — KJBS — KPO—
KSAN — KSFO — KYA
San Jose — KQW
San Luis Obispo — KVEC
Santa Ana — KVOE
Santa Barbara — KDB—KTMS
Santa Rosa — KSRO
Stockton — KGDM—KWG
Visalia — KTKC
Watsonville — KHUB

### COLORADO
Colorado Springs — KVOR
Denver — KFEL
KLZ—KMYR—KOA—KVOD
Durango — KIUP
Grand Junction — KFXJ
Greeley — KFKA
Pueblo — KGHF

### CONNECTICUT
Bridgeport — WICC—WNAB
Hartford — WDRC
WTHT — WTIC — WNBC —
WTIC-FM—WDRC-FM
New Haven — WELI
New London — WNLC
Stamford — WSRR
Waterbury — WATR—WBRY

### DELAWARE
Wilmington — WDEL—WILM

### DISTRICT OF COLUMBIA
Washington — WINX
WTOP — WMAL — WOL —
WRC—WWDC

### FLORIDA
Daytona Beach — WMFJ
Ft. Lauderdale — WFTL
Gainesville — WRUF
Jacksonville — WJAX
WJHP—WMBR—WPDQ
Lakeland — WLAK
Lake Worth — WWPG
Miami — WIOD—WQAM
Miami Beach — WKAT
Ocala — WTMC
Orlando — WDBO—WLOF
Panama City — WDLP
Pensacola — WCOA
St. Augustine — WFOY
St. Petersburg — WSUN—WTSP
Tallahassee — WTAL
Tampa — WDAE—WFLA
West Palm Beach — WJNO

### GEORGIA
Albany — WALB—WGPC
Athens — WGAU
Atlanta — WAGA
WATL—WGST—WSB
Augusta — WGAC—WRDW
Brunswick — WMOG
Cedartown — WGAA
Columbus — WDAK—WRBL
Cordele — WMJM
Dalton — WBLJ
Gainesville — WGGA
Griffin — WKEU
La Grange — WLAG
Macon — WBML—WMAZ
Moultrie — WMGA
Rome — WRGA
Savannah — WTOC
Thomasville — WPAX
Toccoa — WRLC
Valdosta — WGOV
Waycross — WAYX

### IDAHO
Boise — KIDO
Wallace — KWAL
Lewiston — KRLC
Nampa — KFXD
Pocatello — KSEI
Twin Falls — KTFI

### ILLINOIS
Aurora — WMRO
Cairo — WKRO
Champaign — WDWS
Chicago — WAAF
— WAIT — WBBM — WCRW
— WEDC — WENR — WGES
— WGN — WJJD — WLS —
WMAQ — WSBC — WGNB —
—WBBM-FM
Cicero — WFHC
Danville — WDAN
Decatur — WSOY
East St. Louis — WTMV
Galesburg — WGIL
Harrisburg — WEBQ
Herrin — WJPF
Jacksonville — WLDS
Joliet — WCLS
Peoria — WMBD
Quincy — WTAD
Rockford — WROK
Rock Island — WHBF
Springfield — WCBS—WTAX
Tuscola — WDZ

### INDIANA
Anderson — WHBU
Elkhart — WTRC
Evansville — WEOA
—WGBF—WMLL
Fort Wayne — WGL
—WOWO—WOWO-FM
Gary — WIND
Hammond — WJOB
Indianapolis — WFBM
—WIBC—WISH—WIRE
Kokomo — WKMO
Lafayette — WASK
Muncie — WLBC
South Bend — WSBT
Terre Haute — WBOW
Vincennes — WAOV

### IOWA
Burlington — KBUR
Cedar Rapids — WMT
Clinton — KROS
Davenport — WOC
Des Moines — KRNT—KSO—WHO
Dubuque — KDTH—WKBB
Fort Dodge — KVFD
Marshalltown — KFJB
Mason City — KGLO
Ottumwa — KBIZ
Shenandoah — KMA—KFNF
Sioux City — KSCJ—KTRI
Spencer — KICD
Waterloo — KXEL

### KANSAS
Atchison — KVAK
Coffeyville — KGGF
Dodge City — KGNO
Emporia — KTSW
Great Bend — KVGB
Hutchinson — KWBW
Kansas City — KCKN
Lawrence — WREN
Pittsburgh — KOAM
Salina — KSAL
Topeka — WIBW
Wichita — KANS—KFH—KFBI

### KENTUCKY
Ashland — WCMI
Bowling Green — WLBJ
Harlan — WHLN
Henderson — WSON
Hopkinsville — WHOP
Lexington — WLAP
Louisville — WAVE
—WGRC—WHAS—WINN
Owensboro — WOMI
Paducah — WPAD

### LOUISIANA
Alexandria — KALB
Baton Rouge — WJBO
Lafayette — KVOL
Lake Charles — KPLC
Monroe — KMLB
New Orleans — WNOE
—WSMB—WWL—WDSU
Shreveport — KRMD
—KTBS—KWKH

### MAINE
Augusta — WRDO
Bangor — WLBZ
Lewiston — WCOU
Portland — WCSH—WGAN

### MARYLAND
Baltimore — WBAL
— WCAO — WCBM — WFBR
— WITH
Cumberland — WTBO
Hagerstown — WJEJ
Salisbury — WBOC

### MASSACHUSETTS
Boston — WBZ-WBZA
— WCOP — WEEI — WHDH
— WMEX — WNAC — WORL
WGTR — WBZ-FM
Fall River — WSAR
Fitchburg — WEIM
Greenfield — WHAI
Holyoke — WHYN
Lawrence — WLAW
Lowell — WLLH
New Bedford — WNBH
Pittsfield — WBRK
Salem — WESX
Springfield — WMAS
—WSPR—WBZA-FM
Worcester — WAAB
—WORC—WTAG

### MICHIGAN
Battle Creek — WELL
Bay City — WBCM
Calumet — WHDF
Detroit — WJBK
— WJR — WWJ — WXYZ
WJLB — WENA
Escanaba — WDBC
Flint — WFDF
Grand Rapids — WLAV
—WOOD—WASH
Ironwood — WJMS
Jackson — WIBM
Kalamazoo — WKZO
Lansing — WJIM
Marquette — WDMJ
Muskegon — WKBZ
Pontiac — WCAR
Port Huron — WHLS
Saginaw — WSAM
Sault St. Marie — WSOO
Traverse City — WTCM

### MINNESOTA
Albert Lea — KATE
Duluth — KDAL—WEBC
Hibbing — WMFG
Mankato — KYSM
Minneapolis — WCCO
—WDGY—WLOL—WTCN
Moorhead — KVOX
Rochester — KROC
St. Cloud — KFAM
St. Paul — KSTP—WMIN
Virginia — WHLB
Winona — KWNO
Willmar — KWLM

### MISSISSIPPI
Columbus — WCBI
Greenville — WJPR
Hattiesburg — WFOR
Jackson — WJDX—WSLI
Laurel — WAML
McComb — WSKB
Meridian — WCOC
Vicksburg — WQBC

### MISSOURI
Cape Girardeau
Columbia
Hannibal
Jefferson City
Kansas City
—KMBC — WDAF —
—KOZY
Poplar Bluff
St. Joseph
St. Louis
—KSD — KWK — KXO
WEW — WIL
Springfield
—KTTS—

### MONTANA
Billings
Bozeman
Butte
Great Falls
Helena
Kalispell
Miles City
Missoula

### NEBRASKA
Fremont
Grand Island
Hastings
Kearney
Lincoln — KFAB—
Norfolk
North Platte
Omaha
KOIL—KOWH—
Scottsbluff

### NEVADA
Reno
Las Vegas

### NEW HAMPSHIRE
Keene
Laconia
Manchester — WFEA—
Mt. Washington
Portsmouth

### NEW JERSEY
Atlantic City
Camden
Jersey City — WAAT—
Paterson
Trenton — WTNJ—

### NEW MEXICO
Albuquerque — KGGM—
Carlsbad
Clovis
Hobbs
Las Vegas
Roswell
Sante Fe
Tucumcari

### NEW YORK
Albany — WABY—
Auburn
Binghamton
Buffalo
—WBNY—WEBR—WGR—
Elmira
Freeport
Ithaca
Jamestown
Kingston
Middletown
Newburgh
New York City
— WBYN — WBNX —
— WCDA — WCRC —
— WHN — WINS —
WLIB — WMCA —
WNBT — WNEW —
WOV — WQXR —
WWRL — WBAM —
— WGYN — W2XWG
Niagara Falls
Ogdensburg
Olean
Plattsburg
Poughkeepsie
Rochester
—WHAM—WHFM—
Saranac Lake
Schenectady
— WSNY —
Syracuse
WOLF—WSYR—
Troy
Utica
Watertown — WATN—
White Plains

# BROADCAST MUSIC, INC.

**Los Angeles** **New York** **Chicago**

# THE INDUSTRY
# NKET LICENSES

## BMI licenses 500,000 titles of over 500 American publishers and the Official Performing Rights Societies of the principal Latin-American countries.

### ORTH CAROLINA

| | |
|---|---|
| Asheville | WISE—WWNC |
| Burlington | WBBB |
| Charlotte | WAYS—WBT—WSOC |
| Concord | WEGO |
| Durham | WDNC |
| Elizabeth City | WCNC |
| Fayetteville | WFNC |
| Gastonia | WGNC |
| Goldsboro | WGBR |
| Greensboro | WBIG—WGBG |
| Greenville | WGTC |
| Hickory | WHKY |
| High Point | WMFR |
| Mount Mitchell | WMIT |
| New Bern | WHIT |
| Raleigh | WPTF—WRAL |
| Roanoke Rapids | WCBT |
| Rocky Mount | WEED |
| Salisbury | WSTP |
| Washington | WRRF |
| Wilson | WGTM |
| Wilmington | WMFD |
| Winston-Salem | WAIR—WSJS |

### ORTH DAKOTA

| | |
|---|---|
| Bismarck | KFYR |
| Devils Lake | KDLR |
| Fargo | WDAY |
| Jamestown | KSJB |
| Mandan | KGCU |
| Minot | KLPM |

### HIO

| | |
|---|---|
| Akron | WADC—WAKR |
| Ashtabula | WICA |
| Canton | WHBC |
| Cincinnati | WCKY —WCPO—WKRC—WLW—WSAI |
| Cleveland | WJW—WCLE —WGAR—WHK—WTAM |
| Columbus | WBNS —WCOL—WHKC—WELD |
| Dayton | WHIO—WING |
| Findlay | WFIN |
| Lima | WLOK |
| Mansfield | WMAN |
| Marion | WMRN |
| Portsmouth | WPAY |
| Springfield | WIZE |
| Steubenville | WSTV |
| Toledo | WSPD—WTOL |
| Warren | WRRN |
| Youngstown | WMFJ—WKBN |
| Zanesville | WHIZ |

### KLAHOMA

| | |
|---|---|
| Ada | KADA |
| Ardmore | KVSO |
| Enid | KCRC |
| Muskogee | KBIX |
| Oklahoma City | KOCY —KOMA—KTOK—WKY |
| Shawnee | KGFF |
| Tulsa | KOME—KTUL—KVOO |

### REGON

| | |
|---|---|
| Albany | KWIL |
| Astoria | KAST |
| Baker | KBKR |
| Bend | KBND |
| Eugene | KORE |
| Grants Pass | KUIN |
| Klamath Falls | KFJI |
| La Grande | KLBM |
| Marshfield | KOOS |
| Medford | KMED |
| Pendleton | KWRC |
| Portland | KALE — KEX — KGW — KOIN — KXL — KWJJ |
| Roseburg | KRNR |
| Salem | KSLM |
| The Dalles | KODL |

### ENNSYLVANIA

| | |
|---|---|
| Allentown | WCBA—WSAN |
| Altoona | WFBG |
| Butler | WISR |
| Du Bois | WCED |
| Easton | WEST |
| Erie | WERC—WLEU |
| Greensburg | WHJB |
| Harrisburg | WHP—WKBO |
| Hazleton | WAZL |
| Johnstown | WJAC |
| Lancaster | WGAL |
| Lewistown | WMRF |
| New Castle | WKST |
| New Kensington | WKPA |
| Philadelphia | KYW — WCAU — WDAS — WFIL — WHAT — WIBG — WIP — WPEN — WTEL — W57PH — WIP-FM — W69PH — WFIL-FM |
| Pittsburgh | KDKA — KQV — WCAE — WJAS — WWSW — KDKA-FM |
| Reading | WEEU—WRAW |
| Scranton | WARM—WGBI |
| Sunbury | WKOK |
| Uniontown | WMBS |
| Washington | WJPA |
| Wilkes-Barre | WBAX—WBRE |
| Williamsport | WRAK |
| York | WORK—WSBA |

### RHODE ISLAND

| | |
|---|---|
| Pawtucket | WFCI |
| Providence | WEAN —WJAR—WPRO |

### SOUTH CAROLINA

| | |
|---|---|
| Anderson | WAIM |
| Charleston | WCSC—WTMA |
| Columbia | WCOS—WIS |
| Florence | WOLS |
| Greenville | WFBC—WMRC |
| Greenwood | WCRS |
| Spartanburg | WORD—WSPA |
| Sumter | WFIG |

### SOUTH DAKOTA

| | |
|---|---|
| Aberdeen | KABR |
| Rapid City | KOBH |
| Sioux Falls | KELO—KSOO |
| Yankton | WNAX |

### TENNESSEE

| | |
|---|---|
| Bristol | WOPI |
| Chattanooga | WAPO —WDEF—WDOD |
| Clarksville | WJZM |
| Cookeville | WHUB |
| Jackson | WTJS |
| Johnson City | WJHL |
| Kingsport | WKPT |
| Knoxville | WBIR —WNOX—WROL |
| Memphis | WHBQ —WMC—WMPS—WREC |
| Nashville | WLAC—WSIX—WSM |

### TEXAS

| | |
|---|---|
| Abilene | KRBC |
| Amarillo | KFDA—KGNC |
| Austin | KNOW—KTBC |
| Beaumont | KFDM—KRIC |
| Big Spring | KBST |
| Brownsville | KEEW |
| Brownwood | KBWD |
| Corpus Christi | KEYS—KRIS |
| Corsicana | KAND |
| Dallas | KRLD —KSKY—WFAA—WRR |
| El Paso | KROD—KTSM |
| Fort Worth | KFJZ —KGKO—WBAP |
| Galveston | KLUF |
| Harlington | KGBS |
| Houston | KPRC —KTRH—KXYZ |
| Kilgore | KOCA |
| Laredo | KPAB |
| Longview | KFRO |
| Lubbock | KFYO |
| Lufkin | KRBA |
| Midland | KRLH |
| Palestine | KNET |
| Pampa | KPDN |
| Paris | KPLT |
| Pecos | KIUN |
| Port Arthur | KPAC |
| San Angelo | KGKL |
| San Antonio | KABC — KMAC — KONO — KTSA — WOAI |
| Sherman | KRRV |
| Temple | KTEM |
| Texarkana | KCMC |
| Tyler | KGKB |
| Vernon | KVWC |
| Victoria | KVIC |
| Waco | WACO |
| Weslaco | KRGV |
| Wichita Falls | KWFT |

### UTAH

| | |
|---|---|
| Logan | KVNU |
| Ogden | KLO |
| Price | KEUB |
| Provo | KOVO |
| Salt Lake City | KDYL —KSL—KUTA |

### VERMONT

| | |
|---|---|
| Burlington | WCAX |
| Rutland | WSYB |
| St. Albans | WWSR |

### VIRGINIA

| | |
|---|---|
| Charlottesville | WCHV |
| Covington | WKEY |
| Danville | WBTM |
| Fredericksburg | WFVA |
| Harrisonburg | WSVA |
| Lynchburg | WLVA |
| Martinsville | WMVA |
| Norfolk | WGH—WTAR |
| Richmond | WMBG —WRNL—WRVA |
| Roanoke | WDBJ—WSLS |
| Suffolk | WLPM |
| Winchester | WINC |

### WASHINGTON

| | |
|---|---|
| Aberdeen | KXRO |
| Bellingham | KVOS |
| Longview | KWLK |
| Olympia | KGY |
| Seattle | KEVR — KIRO — KJR — KOL — KOMO — KRSC — KXA |
| Spokane | KFIO —KFPY—KGA—KHQ |
| Tacoma | KMO—KTBI |
| Vancouver | KVAN |
| Walla Walla | KUJ |
| Wenatchee | KPQ |
| Yakima | KIT |

### WEST VIRGINIA

| | |
|---|---|
| Beckley | WJLS |
| Bluefield | WHIS |
| Charleston | WCHS—WGKV |
| Clarksburg | WBLK |
| Fairmont | WMMN |
| Huntington | WSAZ |
| Logan | WLOG |
| Morgantown | WAJR |
| Parkersburg | WPAR |
| Welch | WBRW |
| Wheeling | WKWK—WWVA |
| Williamson | WBTH |

### WISCONSIN

| | |
|---|---|
| Appleton | WHBY |
| Ashland | WATW |
| Eau Claire | WEAU |
| Fond du Lac | KFIZ |
| Green Bay | WTAQ |
| Janesville | WCLO |
| La Crosse | WKBH |
| Madison | WIBA |
| Milwaukee | WEMP —WISN—WTMJ—WMFM |
| Oshkosh | WOSH |
| Poynette | WIBU |
| Racine | WRJN |
| Sheboygan | WHBL |
| Superior | WDSM |
| Wausau | WSAU |
| Wisconsin Rapids | WFHR |

### WYOMING

| | |
|---|---|
| Casper | KDFN |
| Powell | KPOW |
| Rock Springs | KVRS |
| Sheridan | KWYO |

### HAWAII

| | |
|---|---|
| Hilo | KHBC |
| Honolulu | KGMB—KGU |
| Lihue | KTOH |

### ALASKA

| | |
|---|---|
| Juneau | KINY |
| Ketchikan | KTKN |

### PUERTO RICO

| | |
|---|---|
| Ponce | WPAB |
| San Juan | WKAQ WNEL—WIAC |

### NETWORKS

Arizona Broadcasting Co.
Arizona Network
Blue Network Co., Inc.
Columbia Broadcasting System
Don Lee Broadcasting System
Intermountain Network
KOIN Network
Lone Star Chain
Michigan Radio Network
Mutual Broadcasting System
National Broadcasting Company
Texas Quality Network
Texas State Network
Wisconsin Network Inc.
Yankee Network

## RADIO STATIONS IN THE DOMINION OF CANADA

### CANADIAN BROADCASTING CORPORATION

| | |
|---|---|
| CBA | Sackville, N. B. |
| CBF | Montreal, Que. |
| CBJ | Chicoutimi, Que. |
| CBK | Watrous, Sask. |
| CBL | Toronto, Ont. |
| CBM | Montreal. Que. |
| CBO | Ottawa, Ont. |
| CBR | Vancouver, B. C. |
| CBV | Quebec, Que. |
| CFAC | Calgary, Alta. |
| CFAR | Flin Flon, Man. |
| CFCF | Montreal, Que. |
| CFCH | North Bay, Ont. |
| CFCN | Calgary, Alta. |
| CFCO | Chatham, Ont. |
| CFCY | Charlottestown, P.E.I. |
| CFGP | Grand Prairie, Alta. |
| CFJC | Kamloops, B. C. |
| CFLC | Brockville, Ont. |
| CFNB | Fredericton, N. B. |
| CFOS | Owen Sound, Ont. |
| CFPL | London, Ont. |
| CFPR | Prince Rupert, B. C. |
| CFQC | Saskatoon, Sask. |
| CFRB | Toronto, Ont. |
| CFRC | Kingston, Ont. |
| CFRN | Edmonton, Alta. |
| CHAB | Moose Jaw, Sask. |
| CHAD | Amos, Que. |
| CHEX | Petersborough, Ont. |
| CHGB | Ste Anne de la Pocatiere, Que. |
| CHGS | Summerside, P.E.I. |
| CHLN | Three Rivers, Que. |
| CHLP | Montreal, Que. |
| CHLT | Sherbrooke, Que. |
| CHML | Hamilton, Ont. |
| CHNC | New Carlisle, Que. |
| CHNS | Halifax, N. S. |
| CHOV | Pembroke, Ont. |
| CHPS | Parry Sound, Ont. |
| CHRC | Quebec, Que. |
| CHSJ | Saint John, N. B. |
| CHWK | Chilliwack, B. C. |
| CJAT | Trail, B. C. |
| CJBC | Toronto, Ont. |
| CJBR | Rimouski, Que. |
| CJCA | Edmonton, Alta. |
| CJCB | Sydney, N. S. |
| CJCJ | Calgary, Alta. |
| CJCS | Stratford, Ont. |
| CJGX | Yorkton, Sask. |
| CJIC | Sault Ste. Marie, Ont. |
| CJKL | Kirkland Lake, Ont. |
| CJLS | Yarmouth, N. S. |
| CJOC | Lethbridge, Alta. |
| CJOR | Vancouver, B. C. |
| CJRL | Kenora, Ont. |
| CJVI | Victoria, B. C. |
| CKAC | Montreal, Que. |
| CKBI | Prince Albert, Sask. |
| CKCH | Hull, Que. |
| CKCK | Regina, Sask. |
| CKCL | Toronto, Ont. |
| CKCO | Ottawa, Ont. |
| CKCR | Kitchener, Ont. |
| CKCV | Quebec, Que. |
| CKCW | Moncton, N. B. |
| CKGB | Timmins, Ont. |
| CKLN | Nelson, B. C. |
| CKLW | Windsor, Ont. |
| CKMO | Vancouver, B. C. |
| CKRM | Regina, Sask. |
| CKNB | Campbellton, N. B. |
| CKNX | Wingham, Ont. |
| CKOC | Hamilton, Ont. |
| CKOV | Kelowna, B. C. |
| CKPC | Brantford, Ont. |
| CKPR | Ft. William, Ont. |
| CKRC | Winnipeg, Man. |
| CKRN | Rouyn, Que. |
| CKSO | Sudbury, Ont. |
| CKTB | St. Catherines, Ont. |
| CKUA | Edmonton, Alta. |
| CKVD | Val d' Or, Que. |
| CKWS | Kingston, Ont. |
| CKWX | Vancouver, B. C. |
| CKX | Brandon, Man. |
| CKY | Winnipeg, Man. |

| | |
|---|---|
| VOCM | St. Johns, Newf'nd |
| VONF | St. Johns, Newf'nd |

# BROADCAST MUSIC, INC.

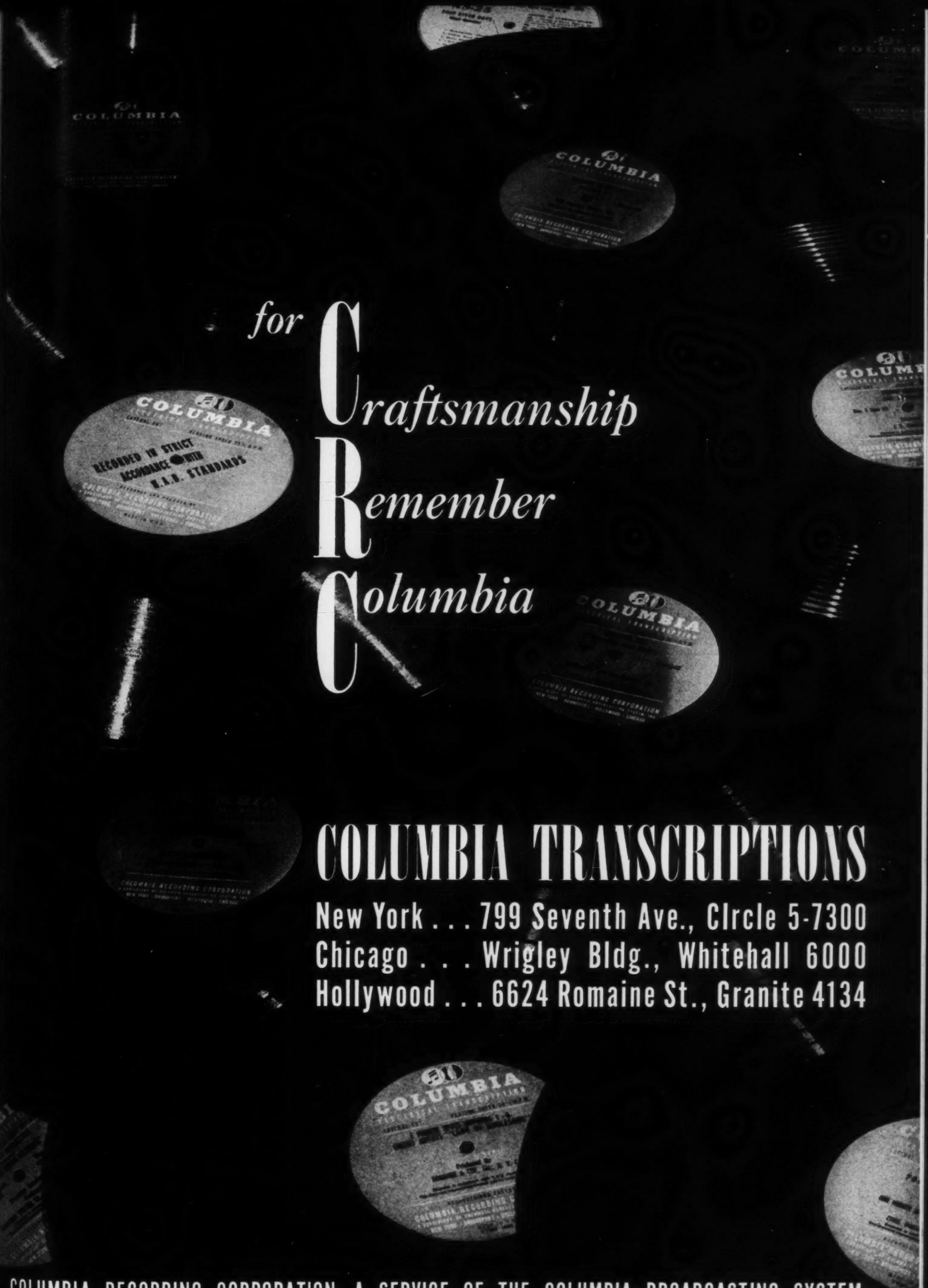
**Los Angeles** **New York** **Chicago**

# Directory of Transcription, Production and Related Services

[Continued from page 328]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|---|---|---|---|---|---|
| Joseph Bloom | New York City 18 | 19 W. 44th St. | Vanderbilt 6-5080 | Joseph Bloom | Production |
| Bost Records Co. | New York City 19 | 29 W. 57th St. | Plaza 3-8676 | Herbert H. Borchardt | Transcriptions, recording, production |
| Richard Bradley & Associates | Chicago 6, Ill. | 20 N. Wacker Drive | Randolph 3549 | Ronald R. Mills | Sound and sound film projection service |
| Brinckerhoff Studios Productions Inc. | New York City 19 | 29 W. 57th St. | Plaza 3-3015 | D. Vanston | Production, recording, talent |
| Briscoe & Goldsmith Inc. | New York City | 522 Fifth Ave. | Murray Hill 2-6244 | Johnson Briscoe<br>George Goldsmith | Talent |
| Broadcasters Mutual Transcription Service | St. Louis 10, Mo. | 818 So. Kingshighway | Franklin 2060 | Charles E. Harrison | Recording, production, transcriptions |
| Broadcast Music Inc. (BMI) | New York City | 580 Fifth Ave. | Pennsylvania 6-5466 | Merritt E. Tompkins | Owners and distributors of music catalogues, licensed for radio |
| Broadcast Productions | Chicago, Ill. | 25 E. Jackson Blvd. | Wabash 0711 | John Stamford | Production |
| Broadcasting Program Service | New York City 19 | 45 W. 45th St. | Bryant 9-4324 | Herbert Rosen | Transcriptions, production, (Heroservice) sound effects |
| Chamberlain Brown | New York City | 145 W. 45th St. | Bryant 9-8480 | Chamberlain Brown | Production, talent, scripts |
| Curtis Brown-Alan Collins Inc. | New York City | 347 Madison Ave. | Murray Hill 6-6170 | Alan Collins | Scripts |
| Carl Byoir & Associates | New York City | 10 E. 40th St. | Ashland 4-3466 | Dick Davis | Transcribed production, scripts |
| Capital Records Inc. | Hollywood 28, Cal.<br>Chicago 1, Ill.<br>New York City 19<br>Dallas 1, Tex.<br>Atlanta 3, Ga. | 1483 Vine St.<br>322 N. Michigan Ave.<br>619 10th Ave.<br>1500 Young St.<br>427 Peachtree St., N. E. | Hempstead 3148<br>Franklin 2555<br>Longacre 3-2087<br>Central 8188<br>Atwood 4433 | Glenn E. Wallichs<br>R. R. Howard<br>Lester Walters<br>Lee Palmer<br>Robert Stabler | Phonograph records |
| Bruce Chapman Co. | New York City 18 | 145 W. 41st St. | Wisconsin 7-1183 | Bruce Chapman | Production |
| Mary D. Chase | New York City | 875 Fifth Ave. | Regent 7-1120 | Mary D. Chase | Package shows, production |
| Chicago Recording Co. | Chicago 1, Ill. | 221 N. La Salle St. | Central 5275 | L. S. Toogood | Recording service |
| Chicago Recording Studios Inc. | Chicago, Ill. | 64 E. Jackson Blvd. | Webster 7288 | C. A. Nye | Recording service |
| Chicago Tribune-New York News Syndicate | New York City | 220 E. 42nd St. | Murray Hill 2-1234 | Arthur W. Crawford | Newspaper features adaptable to broadcasting |
| Christensen Recording Services | Chicago, Ill. | 306 S. Wabash Ave. | Webster 7795 | Carle A. Christensen | Recording, production, scripts |
| Arthur B. Church Productions | Kansas City 6, Mo. | Pickwick Hotel | Harrison 2650 | George E. Halley | Transcriptions |
| Civic Concert Service Inc. (Subsidiary of Natl. Concerts & Artists Corp.) | New York City | 711 Fifth Ave. | Plaza 3-0820 | O. O. Bottorf | Promotion of civic concerts series |
| Clark Phonograph Record Co. Inc. | Newark 2, N. J. | 216 High St. | Humboldt 2-0880 | George H. Clark | Transcription processing, phonograph records |
| Cleveland Recording Co. | Cleveland, O. | 1220 Huron Rd. | Main 4057 | Frederick Wolf | Recording, production, scripts |
| Leslie Clucas | Chicago, Ill. | 333 N. Michigan Ave. | Franklin 7100 | Leslie Clucas | Production, talent |
| Ted Collins Corp. | New York City | 1819 Broadway | Circle 7-0094 | Ted Collins | Talent, production |
| Columbia Concerts Inc. | New York City 19<br>Chicago 11, Ill. | 113 W. 57th St.<br>Wrigley Bldg. | Circle 7-6900<br>Superior 2542 | Arthur Judson<br>.............. | Talent |
| Columbia Recording Corp. (Subsidiary of CBS) | New York City<br>Hollywood, Cal.<br>Chicago, Ill. | 799 Seventh Ave.<br>6624 Romaine St.<br>410 No. Michigan Ave. | Circle 5-7300<br>Granite 4134<br>Whitehall 6000 | Robert J. Clarkson<br>Andrew J. Schrade<br>Girard D. Ellis | Phonograph records, transcriptions, recording |
| Russell C. Comer Advertising Co. | Kansas City 6, Mo. | Land Bank Bldg. | Harrison 3964 | Russell C. Comer | Production of syndicated programs |
| Commercial Broadcasting Services Ltd. | Toronto, Ont. | Concourse Bldg. | Elgin 2625 | E. A. Byworth | Transcriptions, production |
| The Compo Co. Ltd. | Lachine, Que. | 131 18th Ave. | Dexter 0905 | R. A. Chislett | Processing transcriptions and recordings |
| Consolidated Radio Artists Inc. | New York City<br>Chicago, Ill. | 30 Rockefeller Plaza<br>333 No. Michigan Ave. | Columbus 5-3580<br>Franklin 8300 | Charles E. Green<br>Ann Richardson | Production, talent |
| Hallam Cooley Agency | Hollywood 46, Cal. | 9111 Sunset Blvd. | Crestview 5-6161 | Hallam Cooley | Talent |
| Jack L. Cooper Radio Adv. Service | Chicago 43, Ill. | 1335 W. 111th Place | Beverly 2056 | Jack L. Cooper | Recording, talent |
| Lou Cowan & Co. | Chicago, Ill. | 8 So. Michigan Ave. | Randolph 2022 | Lou Cowan | Production |
| Everett N. Crosby Ltd. | Hollywood 46, Cal. | 9028 Sunset Blvd. | Crestview 1-1171 | Everett Crosby | Talent |
| Cruger Radio Productions | Hollywood 28, Cal. | 5800 Carlton Way | Hempstead 8254 | Paul Cruger | Live talent and transcribed programs |
| Patrick Michael Cunning | Hollywood 28, Cal. | 6530 Sunset Blvd. | Hillside 5915 | Patrick M. Cunning | Radio and television programs, transcriptions |
| Dadswell Recorded Features | St. Petersburg 5, Fla. | 735 16th Ave. So. | 76-393 | Jack E. Dadswell | Production, scripts, recording |
| Damon Transcription Laboratory | Kansas City 6, Mo. | 1221 Baltimore Ave. | Victor 2585 | Victor Damon | Transcriptions, production |
| Decca Records Inc. | New York City 19 | 50 W. 57th St. | Columbus 5-2300 | Edward R. Strauss | Phonograph records, transcriptions |
| Disco Recording Co. Inc. | St. Louis 1, Mo. | Arcade Bldg. | Chestnut 5937 | Bob Reichenbach | Recording, phonograph records, production |
| Alfred Dixon Speech Systems Inc. | New York City | 424 Madison Ave. | Plaza 8-1246 | Alfred Dixon | Production, recording, talent training |
| Dominion Broadcasting Co. | Toronto, Ont. | 4 Albert St. | Adelaide 3383 | Hal B. Williams | Transcriptions, production, scripts, recording |
| Don Lee Productions | Hollywood 28, Cal. | 5515 Melrose Ave. | Hollywood 8111 | Clifford C. McDonald | Recording service |
| Walter P. Downs Ltd. | Montreal, Que.<br>Toronto, Ont.<br>Winnipeg, Man.<br>Vancouver, B. C. | Dominion Sq. Bldg.<br>123 Braemer Ave.<br>Stuart Court<br>6421 Yew St. | Marquette 6368<br>Hudson 0333<br>4-8422<br>Kerrisdale 1209-Y | Walter P. Downs<br>E. J. Piggott<br>B. L. McGibbon<br>Pete Peverley | Production, recording |
| Draesemer Radio Productions | Hollywood 28, Cal. | 5205 Hollywood Blvd. | Walnut 1759 | Isabelle Draesemer | Production, scripts |
| Harry S. Dube | New York City | RKO Bldg. | Columbus 5-7035 | J. Knight | Talent management |
| Durieux Enterprises | Montreal, Que. | 1396 St. Catherine St. W. | Lancaster 7445 | .............. | Production |
| Eccles Disc Recordings Inc. | Hollywood 28, Cal. | 6233 Hollywood Blvd. | Hillside 8351 | Robert E. Morris | Recording, transcriptions, talent |

(Continued on Page 336)


COLUMBIA
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COLUMBIA RECORDING CORPORATION

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## COLUMBIA TRANSCRIPTIONS

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Chicago . . . Wrigley Bldg., Whitehall 6000
Hollywood . . . 6624 Romaine St., Granite 4134

COLUMBIA RECORDING CORPORATION · A SERVICE OF THE COLUMBIA BROADCASTING SYSTEM

# FOR YOUR RECORDS

TRANSCRIBED PROGRAMS
SOUND EFFECT RECORDS
ORIGINAL PROGRAMS PRODUCED

45 "tried-and-true" transcribed programs (THE SHADOW, and other high Hooper-Crossley rated shows) . . . Over 10,000 individual, distinctive sound effects . . . Sparkling "live" shows (NICK CARTER, CHICK CARTER, etc.) keyed to network and local markets.

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TODAY'S CHILDREN
ROAD OF LIFE
WOMAN IN WHITE
SPRINGTIME & HARVEST

*Supervised by*

**IRNA PHILLIPS**

**CARL WESTER & COMPANY**

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As cleverly packaged as the Army's field food kit—as useful to radio as that scientifically designed Ration K—that's the NBC Thesaurus, the extensive musical library assembled by the NBC Radio-Recording Division for your field work in the battles of brands and sales.

It can save valuable man-hours, expense and production headaches . . . coin money . . . become a hard-hitting sales weapon.

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There's Sammy Kaye, Xavier Cugat, Lawrence Welk, Vincent Lopez and other popular orchestras.

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Thesaurus is complete, includes sales portfolio, exploitation suggestions, tie-up ideas and publicity material.

For details of what the NBC Thesaurus has done for others—can do for *you*—write today!

*Also see advertisement page 311*

**National Broadcasting Co.**

**A Service of Radio Corporation of America**

**NBC RADIO-RECORDING DIVISION**

**AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS**

*RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill.*
*Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.*

# Directory of Transcription, Production and Related Servic

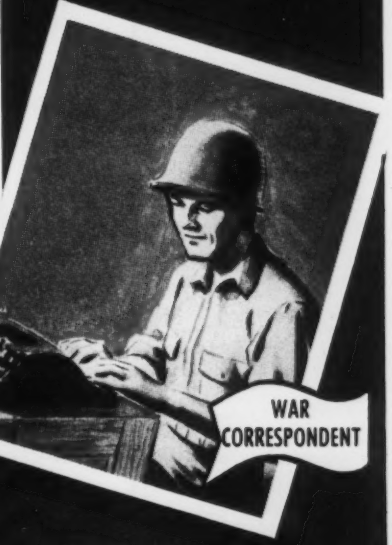
[Continued from Page 332]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|---|---|---|---|---|---|
| Charles Eckart Co. | Los Angeles 27, Cal. | 4918 Santa Monica Blvd. | Normandy 2-3889 | Charles G. Eckart | Phonograph records |
| Electro-Vox Recording Studios | Hollywood 38, Cal. | 5546 Melrose Ave. | Gladstone 2189 | Bert B. Gottschalk | Recordings |
| W. M. Ellsworth | Chicago, Ill. | 75 E. Wacker Drive | Central 9042 | W. M. Ellsworth | Production, talent |
| Empire Broadcasting Corp. | New York City | 480 Lexington Ave. | Plaza 8-3360 | Fred De Jaager | Production, recording |
| Sara Enright | New York City | 234 W. 44th St. | Lackawanna 4-8553 | Sara Enright | Talent |
| Essex Broadcasters Inc. | Detroit 26, Mich. | Union Guardian Bldg. | Cadillac 6117 | George F. Funkey | Recording, production |
| Lawrence Evans Artist Management Inc. (Division of Columbia Concerts Inc.) | New York City | 113 West 57th St. | Circle 7-6900 | Lawrence Evans | Talent |
| Exclusive Radio Features Co. Ltd. | Toronto, Ont. | 14 McCaul St. | Adelaide 5112 | George W. Halnan | Production, transcriptions |
| F. & M. Stageshows Inc. | New York City 20 | 50 Rockefeller Plaza | Circle 7-5630 | Sam Shayon | Production, talent |
| F. & M. Service Corp. | St. Louis 3, Mo. | 527 N. Grand Blvd. | Newstead 3600 | Harry C. Arthur Jr. | Production, talent |
| Fadiman Associates Ltd. | New York City | 1501 Broadway | Lackawanna 4-3544 | Edwin Fadiman | Production |
| Falash Productions | New York City | 457 West 57th St. | Columbus 5-1348 | Louise Siesti | Foreign language programs, talent |
| Fanchon & Marco Inc. | Los Angeles 13, Cal. | 6th & Hill Sts. | Michigan 7321 | Marco Wolff | Production, talent |
| Feature Bureau | New York City | 50 E. 42nd St. | Murray Hill 2-9085 | Bert Nevins | Women's programs |
| Featured Artists Service | New York City | 247 Park Ave. | Plaza 5-5044 | Maurice Scopp | Talent, scripts |
| Federal Transcribed Programs Inc. | New York City | 101 Park Ave. | Caledonia 5-7530 | A. Ralph Steinberg | Transcribed programs |
| Feldman-Blum Corp. | Beverly Hills, Cal. | 9441 Wilshire Blvd. | Crestview 1-5222 | Charles K. Feldman<br>Ralph H. Blum | Talent |
| Herman Fialkoff Attractions | New York City | 701 Seventh Ave. | Longacre 5-5759 | Herman Fialkoff | Talent, production |
| Fidelity Recording Studios | Cincinnati, O. | Wurlitzer Bldg. | Main 0172 | .............. | Transcriptions, recording |
| Film Associates Co. | Dayton 9, O. | 429 Ridgewood Drive | Walnut 4641 | E. R. Arn Jr. | Production, recording, scripts |
| Carl Fischer Inc. | New York City 19 | 119 W. 57th St. | Circle 7-2965 | Max Rittershausen | Recording service |
| Bernie Foyer | New York City | 227 W. 45th St. | Circle 6-6600 | Bernie Foyer | Talent |
| George Frank Inc. | Hollywood 28, Cal. | 1626 No. Vine St. | Hillside 3188 | George Frank | Talent |
| Frederick Bros. Music Corp. | New York City<br>Chicago, Ill.<br>Hollywood, Cal. | RKO Bldg.<br>75 E. Wacker Drive<br>1585 Crossroads-of-the-World | Circle 6-2144<br>State 0003<br>Hollywood 5173 | B. W. Frederick<br>W. Carl Snyder<br>Ed. Fishman | Production, talent |
| Frieda Fishbein | New York City | 11 W. 42nd St. | Longacre 5-1379 | Frieda Fishbein | Scripts |
| Harry E. Foster Agencies Ltd. | Toronto, Ont. | King Edward Hotel | Elgin 2134 | Harry E. Foster | Scripts, recording, production, transcriptions |
| Freddie Fralick Management | Beverly Hills, Cal. | 204 So. Beverly Drive | Crestview 5-6111 | Freddie Fralick | Talent |
| Frontenac Broadcasting Co. | Toronto 1, Ont. | 394 Bay St. | Elgin 4553 | Garry J. Carter | Production, transcriptions |
| Allen A. Funt Radio Productions | New York City 17 | 52 Vanderbilt Ave. | Murray Hill 4-6148 | Dorothy Funt | Production, scripts |
| G—S Radio Productions | New York City 20 | 30 Rockefeller Plaza | Circle 6-0655 | Axel Gruenberg<br>Richard S. Stark | Production, scripts, transcriptions |
| Gale Inc. | New York City | 48 W. 48th St. | Longacre 3-0350 | Moe Gale | Talent |
| Gamble Hinged Music Co. | Chicago, Ill. | 218 S. Wabash Ave. | Harrison 1360 | E. E. Gamble | Recording, scripts |
| General Amusement Corp. | New York City<br>Chicago, Ill.<br>Hollywood, Cal.<br>Cincinnati, O. | RKO Bldg.<br>360 No. Michigan Ave.<br>9028 Sunset Blvd.<br>Carew Tower | Circle 7-7550<br>State 6288<br>Crestview 1-8101<br>Main 1197 | Douglas Storer<br>Art Weems<br>Ralph Wonders<br>Art Frew | Transcriptions, production, scripts, talent |
| General Broadcasting System Inc. | Cleveland 13, O. | 620 W. Superior Ave. | Prospect 4900 | Donald C. Jones | Sound slidefilm recording |
| General Sound Corp. | New York City 19<br>Washington, D. C. | 29 W. 57th St.<br>1124 Vermont Ave., N. W. | Plaza 3-3015<br>Republic 1984 | D. Vanston<br>Robert J. Coar | Recording, production, scripts, talent |
| Gennett Records | New York City<br>Richmond, Ind.<br>Los Angeles, Cal. | 67 West 44th St.<br>..............<br>1344 So. Flower St. | Murray Hill 2-3376<br>1117<br>Prospect 2035 | Charles Michelson<br>Ryland E. Jones<br>Phillip Johnson | Speedy-Q and Gennett sound effects |
| William Gernannt | New York City 17 | 521 Fifth Ave. | Vanderbilt 6-1750 | William Gernannt | Production |
| Mitchell Gertz Agency Inc. | Hollywood 46, Cal. | 8979 Sunset Blvd. | Crestview 1-5669 | George Ullman | Talent |
| John Gibbs & Co. | New York City | 9 Rockefeller Plaza | Columbus 5-6402 | Axel Gruenberg | Production, scripts |
| Eve Gincher | New York City | 152 W. 42nd St. | Bryant 9-8799 | Eve Gincher | Talent |
| Nat C. Goldstone Agency | Hollywood 46, Cal. | 9121 Sunset Blvd. | Crestview 6-1071 | Louis Rantz | Talent, writers |
| Al Grossman | New York City | RKO Bldg. | Circle 5-8422 | Al Grossman | Talent |
| Arthur M. Godfrey Productions | Washington 4, D. C. | Earle Bldg. | Metropolitan 3200 | Margaret Richardson | Program production |
| Harry S. Goodman Radio Productions | New York City 22<br>Chicago, Ill.<br>Los Angeles, Cal. | 19 E. 53rd St.<br>American Natl. Bank Bldg.<br>207 So. Spring St. | Wickersham 2-3338<br>Randolph 7115<br>Vandike 1777 | Harry S. Goodman<br>A. D. Paker<br>George E. Ruthenberg | Production, syndicated transcriptions |
| Gordoni Radio Productions | Chicago 5, Ill. | 1258 So. Michigan Ave. | Calumet 6700 | Lilla Gordoni | Production, recording, talent |
| Harry Green | New York City | 1619 Broadway | Columbus 5-5925 | Harry Green | Talent management |
| Melchor Guzman Co. Inc. | New York City 20 | 9 Rockfeller Plaza | Circle 7-2450 | A. M. Martinez | Scripts, production for Latin American statio |
| Sylvia Hahlo | New York City 22 | 711 Fifth Ave. | Plaza 3-0820 | Sylvia Hahlo | Talent |
| Donald C. Hallenbeck | Albany, N. Y. | 562 Broadway | 3-7724 | Donald C. Hallenbeck | Recording service |
| Mitchell J. Hamilburg Agency | Hollywood 46, Cal. | 9130 Sunset Blvd. | Crestview 1-5108 | M. J. Hamilburg<br>Irving Fromer | Talent, writer |

(Continued on Page 338)

THE KORN KOBBLERS

MANHUNT



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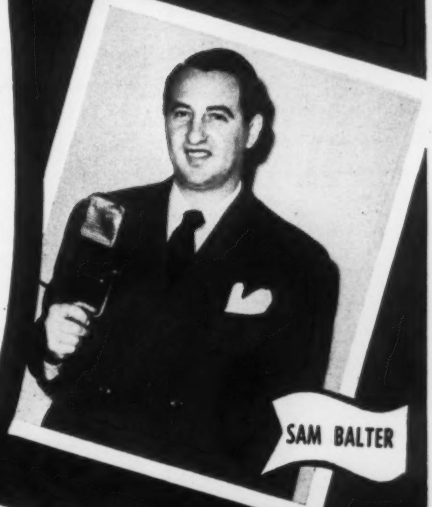

SAM BALTER

SONGS OF GOOD CHEER

EYE WITNESS NEWS

WRITE OR WIRE
FOR COMPLETE INFORMATION ON
THESE AND OTHER ZIV PRODUCTIONS

# Directory of Transcription, Production and Related Services

[Continued from page 336]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|---|---|---|---|---|---|
| Mark Hanna | New York City 21 | 654 Madison Ave. | Regent 4-6250 | Molly Binion | Talent |
| Harris & Steele Inc. | New York City | 50 W. 67th St. | Endicott 2-9555 | Wager S. Harris | Production |
| Harrison Recording Studios | New York City | 1697 Broadway | Circle 5-9260 | Harry Harrison | Recording, production |
| Harvey & Howe Inc. | Chicago, Ill.<br>New York City | 919 No. Michigan Ave.<br>295 Madison Ave. | Delaware 1155<br>Lexington 2-6910 | W. S. Harvey Jr.<br>D. S. Schenck | Production, scripts, recording |
| Sam Hayes | Hollywood 28, Cal. | NBC Radio City | Hollywood 6161 | Sam Hayes | Recorded news and sports commentaries |
| Leland Hayward Inc. | New York City<br>Beverly Hills, Cal. | 444 Madison Ave.<br>9200 Wilshire Blvd. | Eldorado 5-4100<br>Crestview 1-5151 | Larry White<br>John Maschio | Talent |
| George Heid Productions | Pittsburgh 22, Pa. | 130 Seventh St. | Grant 3696 | George Heid | Production, scripts, recording |
| Walter Herzbrun Agency | Los Angeles 46, Cal. | 9000 Sunset Blvd. | Crestview 6-4157 | Walter Herzbrun | Talent and writers |
| Hispano Broadcasting Co. | Los Angeles 12, Cal. | 105 E. First St. | Michigan 4433 | Tony Sein | Spanish programs |
| Barbara Hodson Productions | Hollywood 28, Cal. | 5907 Carlton Way | Gladstone 7843 | Frederic H. Messiter | Transcribed and live programs |
| William F. Holland Agency | Cincinnati 2, O. | Hotel Sinton | Main 3450 | William F. Holland | Program production, transcriptions |
| Hollywood Associate Producers | Los Angeles 14, Cal. | 815 So. Hill St. | Vandyke 4084 | Chet Peterson | Production, scripts |
| Hollywood Recording Co. | Hollywood 28, Cal. | 1731 N. Highland Ave. | Gladstone 2191 | John Hirsch | Transcriptions, recording |
| Hollywood Transcript Co. | Hollywood 28, Cal. | 6625 Sunset Blvd. | Gladstone 3323 | Daniel O'Brien | Recording service |
| Institute of Oral and Visual Education | New York City 17 | 101 Park Ave. | Caledonia 5-7530 | Howard M. LeSourd | Recording, production |
| Inter-California Broadcasting System | Los Angeles 12, Cal. | 247 So. Broadway | Mutual 2759 | Gustavo Faist Moran | Spanish programs |
| Intercontinental Audio-Video Corp. | New York City | 277 Park Ave. | Wickersham 2-7600 | Mark H. Hawley | Educational recordings |
| International Artists Inc. | Hollywood 28, Cal. | 1512 Gordon St. | Hollywood 7391 | H. Dixon McCoy | Recording service |
| International Commercial Broadcasting Co. | Chicago, Ill. | 3212 W. Roosevelt Rd. | Van Buren 6680 | Max Sosewitz | Jewish programs and talent |
| Lou Irwin Inc. | Hollywood 46, Cal. | 9134 Sunset Blvd. | Crestview 1-7131 | Lou Irwin | Talent, production |
| Frankay & Harry Jackson | New York City 19 | 48 W. 48th St. | Longacre 5-0242 | Harry Jackson | Transcriptions, recording |
| Fred Jacky | Chicago 11, Ill. | 520 No. Michigan Ave. | Delaware 3262 | Christine Blackie | Production, recording |
| Harry Jacobs Productions | New York City 18 | 130 W. 42nd St. | Wickersham 7-7986 | Harry Jacobs | Transcriptions |
| Sam Jaffe Agency | Hollywood 46, Cal. | 8555 Sunset Blvd. | Crestview 6-6121 | Jennings Lang | Talent |
| J. M. Rush Jermon | New York City | 155 E. 44th St. | Murray Hill 2-6236 | Rush Jermon | Talent |
| Bill Jones Radio Productions | Chicago, Ill. | 7034 Sheridan Road | Rogers Park 9117 | William E. Jones | Production, scripts |
| Kane-Armstrong Agency | Hollywood 46, Cal. | 8584 Sunset Blvd. | Crestview 6-2396 | Sam Armstrong | Talent, writers |
| Estella Karn | New York City | 56 W. 45th St. | Vanderbilt 6-3860 | Estella Karn | Production |
| Kasper-Gordon Inc. | Boston 16, Mass. | 140 Boylston St. | Devonshire 7357 | Edwin H. Kasper<br>Aaron S. Bloom | Production, syndicated transcriptions, recordi |
| Kated Corp. | New York City | 1819 Broadway | Circle 7-0094 | Ted Collins | Production |
| John Keating | Portland 5, Ore. | Studio Bldg. | Beacon 1009 | James McLoughlin | Production, recording, scripts |
| David Wayne Kennedy Industrial Adv. | Los Angeles 44, Cal. | 9817 Denker Ave. | Pleasant 1-2240 | David W. Kennedy | Recordings |
| Kent-Johnson Inc. | New York City | 34 W. 53rd St. | Plaza 3-7246 | Austen Croom-Johnson | Talent, production, transcriptions |
| Bob Kerr | New York City 20 | 30 Rockefeller Plaza | Columbus 5-8051 | Bob Kerr | Production, talent |
| Kermit-Raymond Corp. | New York City 22<br>Cleveland, O.<br>Chicago, Ill.<br>Rochester, N. Y.<br>Beverly Hills, Cal. | 745 Fifth Ave.<br>Bulkley Bldg.<br>223 N. La Salle St.<br>6 George St.<br>9370 Burton Way | El Dorado 5-5511<br>Prospect 2922<br>State 5096<br>Stone 6360<br>Bradshaw 2-3211 | Raymond R. Green<br>Alonzo Hawley<br>F. R. Jones<br>John E. Allen<br>S. Lambert | Production, scripts, transcriptions |
| Key Recordings | New York City 17 | 103 Park Ave. | Murray Hill 5-9434 | Andrew Portnow | Recordings |
| King Features Syndicate | New York City 17 | 235 E. 45th St. | Murray Hill 2-5600 | Chester L. Weil | Newspaper features adaptable to broadcastin |
| King-Trendle Broadcasting Corp. | Detroit 26, Mich. | Stroh Bldg. | Cherry 8321 | H. Allen Campbell | Production |
| Al Kingston & Co. Inc. | Hollywood 46, Cal. | 8582 Sunset Blvd. | Crestview 1-8161 | Al Kingston | Talent, writers |
| Laboratoire de Redaction | Montreal, Que. | 1434 St. Catherine St. W. | Lancaster 9572 | Marcel Baulu | Scripts |
| Landau Broadcasting Service | New York City | 270 Broadway | Rector 2-5341 | Herman Younglieb | Foreign language programs, talent |
| Langlois & Wentworth Inc. | New York City 17 | 420 Madison Ave. | Eldorado 5-1620 | C. O. Langlois | Production |
| Lang-Worth Feature Programs Inc. | New York City 17 | 420 Madison Ave. | Eldorado 5-1620 | C. O. Langlois | Transcription library, (public domain) |
| Latin American Adv. & Broadcasting Co. | Los Angeles 13, Cal. | 355 So. Broadway | Mutual 8620 | Edgar Gordon | Foreign language programs |
| Florence Lennon (Roxanne) | New York City | 7th Ave. & 55th St. | Circle 7-3900 | Florence Lennon | Talent, production |
| M. C. Levee Agency | Hollywood 46, Cal. | 1300 N. Crescent Heights Blvd. | Gladstone 3115 | M. C. Levee | Talent |
| W. Biggie Levin | Chicago, Ill. | 612 No. Michigan Ave. | Superior 0506 | W. Biggie Levin | Talent |
| Leonard L. Levinson | Hollywood 28, Cal. | Equitable Bldg. | Hempstead 1890 | Leonard L. Levinson | Production, scripts |
| Jack Lewis Theatrical Enterprises | New York City | 1564 Broadway | Longacre 5-8176 | Simone Samuels | Production, talent, scripts |
| Lichtig & Englander Agency | Hollywood 46, Cal. | 8776 Sunset Blvd. | Crestview 1-2141 | H. H. Lichtig | Talent |
| Phillips H. Lord Inc. | New York City 22 | 501 Madison Ave. | Wickersham 2-2211 | Dorothy E. Levy | Production |
| Estelle Lutz Artists Bureau | Chicago 5, Ill. | 410 So. Michigan Ave. | Harrison 3435 | Estelle Lutz | Production, talent, scripts |

(Continued on Page 340)

## ✓ LANG-WORTH SERVICE IN A NUTSHELL . . .

BASIC LIBRARY: More than 3000 selections shipped immediately, together with storage cabinets, cross-index cards, catalogs, and continuity script (see special paragraph). Basic library is divided as follows:

DANCE MUSIC: Over 700 individual dance tunes featuring Woody Herman, Charlie Barnet, Vaughn Monroe, Russ Morgan, Johnny Long, Tommy Tucker, Ray Noble, Claude Thornhill, Tony Pastor, John Kirby, Del Courtney, Teddy Powell, Joe Reichman, Larry Clinton and others.

WESTERN MUSIC: 154 tunes by "The Melody Mustangs" (sold locally by over 200 L-W customers), 40 additional by other artists.

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MONTHLY SERVICE: Continuous flow of current recordings covering every branch of entertainment listed above.

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# THE DANCE PARADE OF 1944

## VAUGHN MONROE

*"Voted 'tops' by 171 Colleges"*

## RUSS MORGAN

*"Music in the Morgan Manner"*

## COUNT BASIE

*"The Jump King"*

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*"It's Tommy Tucker Time"*

## TONY PASTOR

*"Pastorized Music"*

## SUNNY DUNHAM

*"1944's Most Promising Band"*

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## AL TRACE

*"The Silly Symphonists"*

## MERLE PITT

*"Six Shades of Blue"*

The above bands, signed exclusively by Lang-Worth for continuous recording throughout 1944, represent but a fraction of the full Lang-Worth Service. Read column marked (✓).

## LANG-WORTH, Inc.

420 MADISON AVENUE • NEW YORK, N. Y.

# Directory of Transcription, Production and Related Services

[Continued from page 338]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|---|---|---|---|---|---|
| A. & S. Lyons Inc. | New York City 22<br>Beverly Hills, Cal. | 515 Madison Ave.<br>356 N. Camden Drive | Plaza 3-5181<br>Crestview 1-6131 | Earl G. Thomas<br>Arthur S. Lyons | Production, talent, scripts |
| C. P. MacGregor Transcription Co. | Los Angeles 5, Cal. | 729 So. Western Ave. | Fitzroy 4191 | C. P. MacGregor | Transcription library, recording |
| Ted MacMurray | Chicago, Ill. | 333 No. Michigan Ave. | Central 7980 | Ted MacMurray | Production |
| Management Corp. of America | New York City | 745 Fifth Ave. | Wickersham 2-8900 | Herbert I. Rosenthal | Production |
| Gene Mann-Jess Smith Inc. | Hollywood 46, Cal. | 8949 Sunset Blvd. | Crestview 1-1135 | Gene Mann<br>Jess Smith | Talent |
| Masons United Adv. Agency Ltd. | Toronto, Ont. | 14 McCaul St. | Adelaide 5112 | John H. Part | Transcriptions, recording |
| McDonald Recording & Engineering Service | Los Angeles 36, Cal | 415 N. Harper Ave. | Wyoming 0302 | Clifford C. McDonald | Transcriptions, recording |
| R. U. McIntosh & Associates Inc. | No. Hollywood, Cal. | 10558 Camarillo St. | Sunset 2-9275 | R. U. McIntosh | Transcriptions, production |
| Alexander McQueen | Chicago 11, Ill. | 185 E. Chestnut St. | Superior 9139 | Alexander McQueen<br>E. R. Junge | Production, scripts, transcriptions |
| Melotone Recording Studio | New York City | 25 Central Park W. | Circle 6-1366 | Mera M. Weinstock | Recording, transcriptions |
| Mercury Radio Recording Studios | Chicago, Ill. | 232 E. Erie St. | Delaware 4786 | Maxine M. Brinkley | Recording, transcriptions, scripts |
| Fred C. Mertens & Associates | Los Angeles 5, Cal. | 849 So. Gramercy Drive | Drexel 9031 | Fred C. Mertens | Production |
| Metro Artists Bureau | New York City 19 | 730 Fifth Ave. | Circle 6-8470 | Ted Nelson | Production, talent |
| Metropolitan Broadcasting Service Ltd. | Toronto 1, Ont. | 21 Dundas Sq. | Adelaide 0181 | Kenneth D. Soble | Production, scripts, recording |
| Charles Michelson Radio Transcriptions | New York City 18<br>Los Angeles, Cal.<br>Richmond, Ind.<br>St. Louis, Mo.<br>Des Moines, Ia.<br>Toronto, Ont. | 67 W. 44th St.<br>1344 So. Flower St.<br>South First & B Sts.<br>818 So. Kingshighway<br>412 9th St.<br>Victory Bldg. | Murray Hill 2-3376<br>Prospect 2035<br>1117<br>Franklin 2060<br>4-2994<br>Elgin 2464 | Charles Michelson<br>Philip Johnson<br>Ryland Jones<br>Chas. E. Harrison<br>Russell McBride<br>Fred W. Cannon | Sound effects library, transcriptions, recording |
| Michelson & Sternberg Inc. | New York City | 67 W. 44th St. | Murray Hill 2-5421 | A. Michelson | Buys transcriptions for export |
| Mid-West Transcriptions Inc. | Minneapolis 16, Minn. | 4829 Minnetonka Blvd. | Walnut 9131 | K. L. Sueker | Recording service |
| Miller Broadcasting System Inc. | New York City | 113 W. 57th St. | Circle 6-0141 | James A. Miller | Millertape recording |
| Monter-Gray Inc. | Hollywood 46, Cal. | 8736 Sunset Blvd. | Crestview 1-1191 | Edward M. Gray | Talent |
| Moonbeams Broadcasts Inc. | New York City 19 | 20 W. 47th St. | Bryant 9-5280 | George Shackley | Package shows |
| Raymond R. Morgan Co. | Hollywood, Cal. | 6362 Hollywood Blvd. | Hempstead 4194 | R. E. Messer | Production |
| William Morris Agency | New York City 20<br>Beverly Hills, Cal.<br>Chicago, Ill. | 1270 Sixth Ave.<br>202 N. Canon Drive<br>203 N. Wabash Ave. | Circle 7-2160<br>Crestview 1-6161<br>State 3632 | William B. Murray<br>Geo. Gruskin<br>Tom Smyth | Production, talent |
| Leo Morrison Inc. | Beverly Hills, Cal. | 204 So. Beverly Drive | Crestview 1-9191 | Leo Morrison | Talent |
| Jack Murray Radio Productions Ltd. | Toronto, Ont. | 10 King St. E. | Elgin 5600 | Jack Murray | Production, scripts |
| Music City | Hollywood 28, Cal. | Sunset & Vine | Hollywood 8211 | Hugh J. Claudin | Recording service |
| Music Corporation of America | Chicago, Ill.<br>New York City<br>Cleveland, O.<br>Dallas, Tex.<br>San Francisco, Cal.<br>Beverly Hills, Cal. | 430 N. Michigan Ave.<br>745 Fifth Ave.<br>Union Commerce Bldg.<br>Tar Petroleum Bldg.<br>111 Sutter St.<br>9370 Burton Way | Delaware 1100<br>Wickersham 2-8900<br>Cherry 6010<br>2-1448<br>Exbrook 8922<br>Bradshaw 2-3211 | M. B. Lipsey<br>Dave Werblin<br>DeArv Barton<br>Norman Steppe<br>Sam Rosey<br>J. C. Stein | Talent, production |
| Music Maker Productions | Chicago 7, Ill. | 154 E. Erie St. | Delaware 5686 | Wendell Hall | Musical spot programs |
| Musicraft Corp. | New York City 19 | 40 W. 46th St. | Bryant 9-0320 | Paul Puner | Recordings |
| Muzak Transcriptions Inc. | New York City 19 | 151 W. 46th St. | Bryant 9-1246 | Clinton M. Finney | Transcriptions, recording (vertical and lateral), scripts |
| E. K. Nadel | New York City | 1600 Broadway | Circle 6-8861 | Tom Kirby | Production, scripts |
| National Artists Bureau | Chicago, Ill. | 203 N. Wabash Ave. | Randolph 3858 | Phil Phillips | Scripts, production |
| National Broadcasters & Entertainers | Indianapolis, Ind. | Hotel Washington | Market 2541 | Kay Keiser | Production, recording, scripts, talent |
| NBC Radio-Recording Division | New York City 20<br>Chicago 54, Ill.<br>Hollywood 28, Cal.<br>Washington 5, D. C. | 30 Rockefeller Plaza<br>Merchandise Mart<br>Sunset Blvd. & Vine<br>Trans-Lux Bldg. | Circle 7-8300<br>Superior 8300<br>Hollywood 6161<br>Republic 4000 | C. Lloyd Egner<br>Frank E. Chizzini<br>Jack Richardson<br>E. William Young | Transcription library, (Thesaurus), syndicated programs, production, scripts, recording |
| National Concerts & Artists Corp. | New York City 22<br>Hollywood 46, Cal.<br>Chicago 54, Ill.<br>San Francisco 4, Cal. | 711 Fifth Ave.<br>Sunset at Doheny<br>Merchandise Mart<br>111 Sutter St. | Plaza 3-0820<br>Crestview 1-7121<br>Superior 4042<br>Exbrook 8033 | Daniel S. Tuthill<br>Helen Ainsworth<br>Victor B. Brown<br>Larry Allen | Talent, production |
| National Radio Adv. Agency | N. Hollywood, Cal. | 4005 Mary Ellen Ave. | State 4-4813 | D. D. Crawford | Transcribed programs |
| National Recording Co. | New York City 18 | 351 W. 42d St. | Circle 6-0700 | Ben Greene | Recording, production |
| National Recording & Film Corp. | Chicago 6, Ill. | 20 N. Wacker Dr. | Randolph 3550 | Ronald R. Mills | Recording, production, slide films, transcriptions |
| National Vocarium | New York City | 610 Fifth Ave. | Circle 7-5479 | Viola Marsham | Transcriptions, production, scripts |
| Neblett Radio Productions | Chicago 1, Ill. | 360 N. Michigan Ave. | Central 4144 | Janet Warfield | Production, scripts, transcriptions |
| Neff Radio Productions | Detroit 26, Mich. | Stroh Bldg. | Randolph 3006 | M. A. Neff | Production, scripts, recording |
| New England Cupboard | Boston, Mass. | Statler Bldg. | Hancock 4460 | Connie Stackpole | Women's programs, scripts |
| Meyer B. North | New York City | 1564 Broadway | Bryant 9-8667 | Meyer B. North | Talent |
| John J. O'Connor | New York City | 1697 Broadway | Circle 6-8630 | John J. O'Connor | Talent |
| Eugene P. O'Fallon Inc. (KFEL) | Denver 2, Colo. | Albany Hotel | Keystone 0178 | Gene O'Fallon | Recording service |
| Lilian Okun Inc. | New York City 23 | 2 West 67th St. | Trafalgar 7-8916 | Lilian Okun | Production, scripts, talent |

(Continued on Page 342)

Air Features
INCORPORATED

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247 PARK AVENUE
NEW YORK, N. Y.

For
SOUND RECORDINGS
that are easy-to-play,
exact and true-to-life

Use

**SPEEDY Q**

*Sound effect records with*
*the speedy cue*

CHOICE OF RADIO STATIONS EVERYWHERE

**THE STARR PIANO COMPANY**
1344 South Flower Street
Los Angeles 15, California

***Neblett Radio Productions***

***Program Specialists***

***PROGRAMS WITH PROVEN POWER***

"THIS I BELIEVE"
Just what the doctor ordered as a hypo to jolt that important feminine buying power! . . . Another pre-tested "natural" . . . . transcribed for 1/4 hour sponsorship . . . . true stories of the gals behind the guys who climbed the heights of fame and fortune! . . . appealingly done with drama and narration . . . . superbly handled by the well-known ANGELINE ORR and excellent cast.

"SO THE STORY GOES"
Human interest stories based on authentic fact . . . dramatically narrated in dynamic style . . . pre-tested live version (WBBM) has highest audience rating any local show on all Chicago stations . . . now available **transcribed** in both 15 and 5 minute versions . . . currently aired in 18 leading markets—successfully selling everything from beer to beauty lotion! Reason?—has all **family** appeal, all **age** appeal, all **product** appeal!

"PRIZES FOR PRIZE GUYS"
An hilarious, fun-loving program for 1/2 hour presentation. . . . Designed for use servicemen's (and women's) audience. . . . An ear-catching, patriotic-appealing show . . . . offered in script form only for live local sponsorship. Yes, this too is pre-tested!

**Custom-built programs, live or transcribed, from one-minute spots to full-hour extravaganzas!**

***Neblett Radio Productions***—360 N. MICHIGAN, CHICAGO 1—CENTRAL 4144

# Directory of Transcription, Production and Related Services

[Continued from Page 340]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|---|---|---|---|---|---|
| Pan American Broadcasting Co. | New York City | 330 Madison Ave. | Murray Hill 2-0811 | E. Bernald | Programs for Latin American stations |
| Paramount Record Shop | Philadelphia 46, Pa. | 1519 South St. | Kingsley 9912 | Louise Goode | Recording service |
| Donna Parker Productions | Chicago, Ill. | 64 E. Lake St. | Franklin 3811 | Donna Parker | Recording, production |
| Jack Parker & Associates | Hollywood 28, Cal. | 6513 Hollywood Blvd. | Granite 7584 | Jack Parker | Production, scripts, transcribed programs |
| James Parks Co. | Chicago 1, Ill. | 333 N. Michigan Ave. | Central 7980 | James Parks | Production, talent |
| Leo J. Paulin & Associates | Washington 6, D. C. | 1627 K St., N.W. | National 9349 | .............. | Production, scripts |
| Pearl-Tone Recording Studios | Des Moines 9, Ia. | Plymouth Bldg. | 3-3626 | Sidney J. Pearlman | Recording, phonograph records |
| Peterson Radio Productions | New York City 18 | 1457 Broadway | Wisconsin 7-0069 | Donald Peterson | Production, scripts (religious programs) |
| Photo & Sound Inc. | San Francisco 8, Cal. | 153 Kearney St. | Exbrook 2103 | John M. Wolfe | Production, recording, sound slide films |
| Pittsburgh Star Italian Hour | Pittsburgh 19, Pa. | 904 Webster Ave. | Court 3797 | A. Certo | Italian programs |
| Polish Broadcasting Bureau | Buffalo 12, N. Y. | 754 Fillmore Ave | Cleveland 6876 | Joseph F. Mikolajczak | Polish features |
| Ralph L. Power | Los Angeles 14, Cal. | Van Nuys Bldg. | Madison 5617 | Ralph L. Power | Buys transcriptions and scripts for export; sells Australian-produced transcriptions and scripts |
| Leland Powers School | Boston, Mass. | 31 Evans Way | Aspinwall 2900 | Haven M. Powers | Talent |
| Premier Radio Enterprises Inc | St. Louis 3, Mo. | 1218 Olive St. | Garfield 3395 | H. S. Somson | Recording, production, scripts |
| George Logan Price Inc. | Los Angeles 6, Cal. | 946 S. Normandie Ave. | Federal 7372 | G. L. Price | Production, transcriptions, scripts |
| Quebec Radio Productions | Montreal, Que. | 1410 Stanley St. | Plateau 6716 | .............. | Production |
| Radio Centre Ltd. | Toronto, Ont. | 74 Wellington St. W. | Waverly 2036 | D Spencer Grow | Transcriptions |
| Radio Comics Inc. | New York City 13<br>Chicago, Ill. | 60 Hudson St.<br>9 So. Clinton St. | Cortlandt 7-9053<br>Franklin 1133 | Louis H. Silberkleit<br>Wm. R. Stewart | Radio and film versions of syndicated comic-strip characters |
| Radio Merchandising Service | Chicago 11, Ill. | 520 N. Michigan Ave. | Superior 4620 | John A. Leith | Spot announcements |
| RCA Victor Co. Ltd., Canada (RCA Victor Recording Studios) | Toronto, Ont.<br>Montreal, Que. | Royal York Hotel<br>1050 Lacasse St. | Adelaide 3091<br>Wellington 3671 | L. D. Headley<br>A. H Joseph | Transcriptions, recording |
| RCA Victor Division of RCA (Recording Division) | Camden, N. J.<br>New York City<br>Chicago, Ill.<br>Hollywood, Cal. | Front & Cooper Sts.<br>155 E. 24th St.<br>445 N. Lake Shore Dr.<br>1016 No. Sycamore Ave. | Camden 8000<br>Murray Hill 4-6200<br>Whitehall 4600<br>Hillside 5171 | Frank B. Walker<br>Edith H. Bell<br>A. E. Hindle<br>Harry Meyerson | Transcriptions, phonograph records, recording |
| Radio Events Inc. | New York City 17 | 535 Fifth Ave. | Murray Hill 6-3487 | Martin Lawrence | Production, scripts |
| Radio Features of America | New York City 19 | 37 W. 46th St. | Bryant 9-9622 | Oliver W. Nicoll<br>Alma Sandra Munsell | Production, scripts, talent, transcriptions |
| Radio Producers of Hollywood | Los Angeles 27, Cal. | 930 N. Western Ave. | Hollywood 6506 | Lou R. Winston | Production, transcriptions |
| Radio Production Service | New York City | 501 Madison Ave. | Plaza 9-4060 | Irene Beasley | Scripts, talent, package shows |
| Radio Productores De Programas | Mexico, D. F. | Apartado Postal 8524 | .............. | .............. | Mexican programs |
| Radio Programme Producers | Montreal, Que. | 1440 St. Catherine St. W. | Marquette 1183 | Paul L. Anglais | Production, scripts |
| Radio Receiving Record Co. | Providence 8, R. I.<br>San Diego 1, Cal. | 304 Smith St.<br>2172 Front St. | Dexter 4081<br>Main 7552 | Lewis A. McGowan Jr.<br>Eleanor Osborne | Recording service |
| Radio Recorders Inc. | Los Angeles 38, Cal. | 7000 Santa Monica Blvd. | Hollywood 3917 | J. Joseph Sameth | Recording, production |
| Radio Recording Studios | Chicago, Ill. | 1244 W. Carmen Ave. | Edgewater 6461 | Myron Bachman | Recording service |
| Radio Recording Studios | New York City 19 | 1619 Broadway | Columbus 5-9037 | A. Moran | Recording service |
| Radio Results | Chicago, Ill. | 8641 Escanaba Ave. | So. Chicago 5374 | Z. George Jaworowski | Foreign language programs |
| Radio Writers Labratory | Lancaster, Pa. | 53 N. Duke St. | 2-1387 | M. S. Miller | Scripts |
| Radioscript Productions Co. | New York City 19 | 1775 Broadway | Circle 7-2848 | Maury Ascher | Production, scripts |
| Rai Purdy Productions | Toronto, Ont. | 37 Bloor St., W. | Randolph 7200 | E. W. Edge | Production, scripts |
| Betty Raskin | New York City | 489 Fifth Ave. | Murray Hill 2-2492 | Mrs. Murray Phillips | Talent |
| Rec-Art Recording Studio | Los Angeles 15, Cal. | 1203 So. Main St. | Prospect 9232 | Al Norman | Talent |
| Reeves Sound Studios | New York City 19 | 1600 Broadway | Circle 6-6686 | Chester L. Stewart | Recording service |
| Religious News Service | New York City | 381 Fourth Ave. | Murray Hill 3-8246 | Louis Minsky | Syndicated religious news scripts |
| Resnick-Miller-England Inc. | New Haven 10, Conn. | 152 Temple St. | 7-0241 | Harry D. Resnik | Production, scripts |
| Robinson Recording Laboratories | Philadelphia 7, Pa. | 35 S. Ninth St. | Walnut 6800 | W. P. Robinson | Recording, production |
| Rockhill Radio Inc. | New York City | 18 E. 50th St. | Eldorado 5-1860 | Everett Rosenthal | Production, transcriptions, scripts |
| Rodeheaver-Bennett Radio Productions | Chicago 6, Ill. | 20 N. Wacker Drive | Franklin 1131 | Walter F. Bennett<br>G. L. Brown | Transcriptions, production |
| Allen Roth | New York City | 48 W. 48th St. | Longacre 3-3836 | Allen Roth | Talent |
| Royal Recording Co. | Berkeley 2, Cal. | 601 Ashby Ave. | Ashberry 5453 | Arthur Westlund | Recording service |
| Art Rush Inc. | Beverly Hills, Cal. | 205 So. Beverly Dr. | Crestview 1-2165 | W. Arthur Rush | Package shows |
| Jack Salter Artist Management Inc. (Division of Columbia Concerts Inc.) | New York City | 113 W. 57th St. | Circle 7-6900 | Jack Salter | Talent |
| Saltimieras Radio Advertisers | Chicago, Ill. | 6912 So. Western Ave. | Prospect 4050 | Paul B. Saltimieras | Transcriptions, production, scripts (Lithuanian programs) |
| James L. Saphier Agency | Hollywood 28, Cal. | 6331 Hollywood Blvd. | Hollywood 7211 | James L. Saphier | Talent, production |
| G. Schirmer Inc. | New York City | 3 E. 43d St. | Murray Hill 2-8100 | R. V. Hyndman | Recording service |
| Schramm Studios | New Orleans 19, La. | 4000 Canal St. | Galvez 5914 | Joseph C. Schramm | Recording service, production |

(Continued on Page 346)

# 366 days in 1944!

An *extra* day during which the Best Music in America will be available for every program on 874 commercial radio stations in the United States.

# 366 days in 1944!

An *extra* day for the SESAC Station Relations Staff to call on 874 stations and assist broadcasting executives with their program needs, operational problems and Treasury war bond promotion.

# 366 days in 1944!

An *extra* day for advertising agencies and transcription companies to use America's finest music at a flat 2c recording fee without *extra* costs or "clearance" headaches, through the SESAC Program Service Department.

# 366 days in 1944!

An *extra* day in which SESAC music will continue to be performed without restriction on more stations in the United States than any other music.

# 366 days in 1944!

An *extra* day to buy an *extra* War Bond.

THE BEST MUSIC SESAC IN AMERICA

# SESAC

THE BEST MUSIC SESAC IN AMERICA

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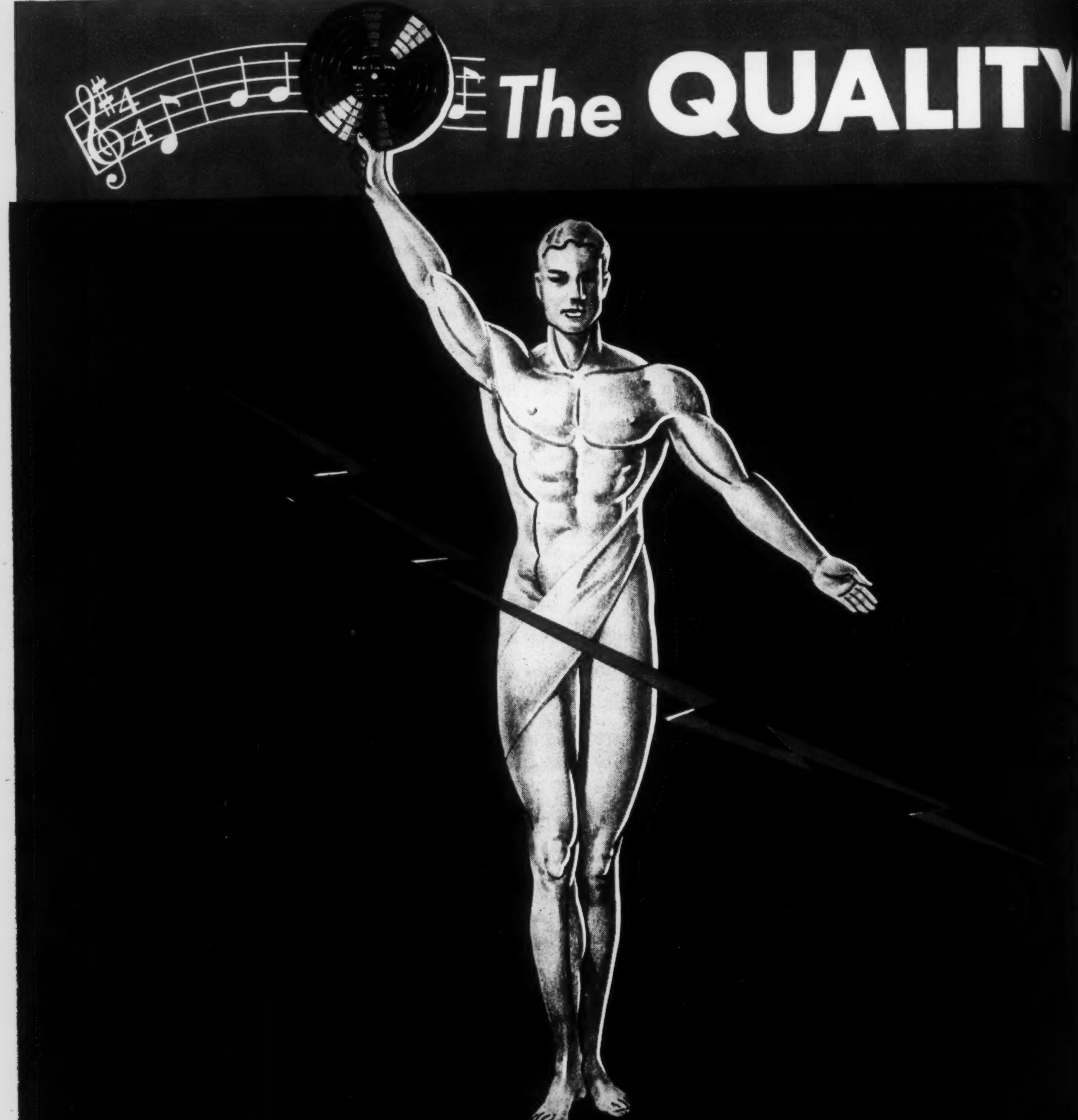
New York 17, N. Y.


The QUALITY

# LIBRARY of the WORLD

**The records speak for themselves! But back of every World Transcription are five basic advantages that have made World Program Service the Quality Library of the World:**

### THE QUALITY RECORDINGS OF THE WORLD

There is nothing finer in transcribed music than a World recording! For World pioneered and perfected commercially the Vertical Cut Wide Range Method of Transcription, developed by Western Electric electronic engineers. Every disc is *pressed in pure Vinylite,* to reproduce superbly the truest and most delicate shadings of vocal and orchestral tone. Every master is recorded in the most perfectly equipped sound studios ever constructed. And every master is produced under the personal direction of expert showmen . . . who have the rare "know how" that makes even good music sound just a little bit better. World Transcriptions are indeed "Mirrored Reproductions of the Originals."

### THE QUALITY SELECTIONS OF THE WORLD

The World Library already contains over 3800 separate selections, with *at least 50 new headliners* added every month. World now offers the *widest variety* of music available in any library! World Program Service can meet every possible program requirement:—1-minute announcements, fanfares, or mood music, to completely balanced musical programs of all types and character . . . that keep listeners listening—and asking for more.

### THE QUALITY TALENT OF THE WORLD

World now has access to *the greatest array of talent* available anywhere today . . . with the constant addition of tomorrow's "stars" . . . to make faster, easier sales for all World station subscribers.

### THE QUALITY STATIONS OF THE WORLD

Over 200 exclusively franchised stations . . . experienced buyers of the best in transcribed programs . . . who realize that only quality recordings, quality selections and quality talent can satisfy both listeners and sponsors, and turn dead time into live prospects.

### THE QUALITY SERVICE OF THE WORLD

A *complete* service . . . that supplies continuities, planned and written by experts . . . promotion and publicity material of tested and proved sales value . . . a simplified filing system, with 3-color card indexes for instant identification . . . steel cabinets to protect both discs and indexes . . . and prompt, free replacement of worn discs.

A few franchises are still available. Let us show you what World Program Service can mean to your station and to your advertisers.

WORLD PROGRAM SERVICE

*Transcription Headquarters*

## WORLD BROADCASTING SYSTEM, INC.

A SUBSIDIARY OF DECCA RECORDS, INC.

711 FIFTH AVENUE, NEW YORK

CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

# Directory of Transcription, Production and Related Services

[Continued from Page 342]

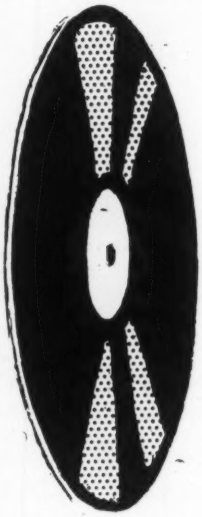
| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|---|---|---|---|---|---|
| Bernard L. Schubert Inc. | New York City | 509 Madison Ave. | Plaza 3-4670 | Bernard L. Schubert | Production, scripts |
| The Script Library | New York City 17 | 535 Fifth Ave. | Murray Hill 6-3488 | Martin Lawrence | Scripts |
| The Sellers Co. | Dallas 2, Tex. | 912 Commerce St. | Central 5978 | J. E. Sellers | Production, recording, scripts |
| Myron Selznick Ltd. | Beverly Hills, Cal.<br>New York City | 9700 Wilshire Blvd.<br>610 Fifth Ave. | Crestview 1-9171<br>Circle 7-6200 | Joe C. Donohue<br>Bruce Powell | Talent, production |
| Service Programs Inc. | New York City 17 | 535 Fifth Ave. | Murray Hill 6-3489 | Gladys Miller | Scripts, production |
| SESAC Inc. | New York City 17 | 475 Fifth Ave. | Murray Hill 5-5365 | Paul Heinecke | Owners and distributors of music catalogues licensed for Radio |
| Max Shagrin Agency | Hollywood 28, Cal. | Equitable Bldg. | Granite 5171 | Max Shagrin | Talent |
| Mary L. Shank | New York City 20 | 9 Rockefeller Plaza | Columbus 5-1332 | Mary L. Shank | Latin American talent |
| Stephen Slesinger | New York City 17 | 247 Park Ave. | Eldorado 5-2544 | Stephen Slesinger | Production |
| Edward Sloman Productions | Los Angeles 5, Cal. | 300 So. McCadden Place | Walnut 6813 | Edward Sloman | Production, transcriptions |
| The Small Co. | Hollywood 46, Cal. | 8272 Sunset Blvd. | Hollywood 2722 | Reuben Smolen | Talent |
| Harry Smith Recordings | New York City | 2 W. 46th St. | Medalion 3-2996 | Robert E. Scheuing | Recording service |
| Sound Recording Service | Rochester 10, N. Y. | 76 Brookwood Rd. | Culver 5548 | George S. Driscoll | Recording |
| Sound Studios Inc. | Washington, D. C. | 1124 Vermont Ave. | Republic 1984 | Robert J. Coar | Recording, transcriptions, production |
| Sound Workshop | Los Angeles 36, Cal. | 445 So. LaCienega Blvd. | Bradshaw 2-1233 | Robert E. Grey | Recording, transcriptions, production |
| Henry Souvaine Inc. | New York City 20 | 30 Rockefeller Plaza | Circle 7-5666 | David Hale Halpern | Production, scripts, transcriptions |
| Speedy-Q-Sound Effects | Los Angeles 15, Cal. | 1344 So. Flower St. | Prospect 2035 | Philip Johnson | Recorded sound effects |
| Spot Film Productions | New York City | 339 E. 48th St. | Plaza 5-0808 | Clarence Schmidt | Sound-on-film recordings |
| Spot Sales Inc. | Hollywood 28, Cal. | Hollywood Blvd. & Cosmo St. | Hollywood 6928 | Grace Gibson | Transcriptions |
| Stage 8 | Hollywood 28, Cal. | 6530 Sunset Blvd. | Hillside 5915 | Patrick M. Cunning | Production, transcriptions |
| Standard Radio Inc. | Hollywood Cal.<br>Chicago, Ill.<br>Dallas, Tex. | 6404 Hollywood Blvd.<br>360 No. Michigan Ave.<br>Wilson Bldg. | Hillside 0188<br>State 3153<br>Central 3350 | Gerald King<br>Milton M. Blink<br>Herbert Denny | Transcription library, transcriptions |
| The Starr Piano Co. | Los Angeles 15, Cal. | 1344 So. Flower St. | Prospect 2035 | R. G. Martin | Phonograph records |
| Frank Stempel Agency | Hollywood 46, Cal. | 8736 Sunset Blvd. | Crestview 6-5774 | Frank Stempel | Production |
| Stone-Pegram Radio Productions | Washington 1, D. C. | 906 Tenth St., N.W. | Metropolitan 3347 | Tom Stone<br>Sandra Pegram | Production, scripts, talent |
| Irving Strouse | New York City | 151 W. 74th St. | Trafalgar 7-4695 | .............. | Production, scripts |
| Studio & Artists Recorders | Hollywood 28, Cal. | 6107 Sunset Blvd. | Hillside 8241 | Lewis Finston | Recording service |
| Superman Inc. | New York City | 480 Lexington Ave. | Plaza 3-0740 | Robert Maxwell | Production, scripts, transcriptions |
| H. N. Swanson Inc. | Hollywood 46, Cal. | 8523 Sunset Blvd. | Crestview 1-5115 | Ruth Gidlow | Writers |
| George A. Taggart Broadcast Counsel | Toronto, Ont. | 165 Yonge St. | Adelaide 8784 | George A. Taggart | Programming consultant |
| Technisonic Recording Laboratories | St. Louis 10, Mo. | 818 So. Kingshighway | Franklin 2060 | C. E. Harrison | Recording, production, transcriptions |
| Telecast Productions, Inc. | New York City 20 | 30 Rockefeller Plaza | Columbus 5-6424 | Myron Zobel | Package shows for radio and television |
| Transamerican Broadcasting & Television Corp. | New York City | 1 East 54th St. | Plaza 5-9800 | John L. Clark | Transcription, production |
| Transcribed Radio Shows | New York City | 2 W. 47th St. | Longacre 5-3440 | E. Mack | Recording, scripts, production, transcriptions |
| United Artist Bureau | Des Moines 14, Ia. | 1162 Sixth Ave. | 4-5553 | R. B. Eaton | Recording, production |
| United Broadcasting Co. | Chicago 6, Ill. | 201 N. Wells St. | Andover 1685 | Egmont Sonderling | Production, recording, scripts |
| United Feature Syndicate | New York City | 220 E. 42d St. | Murray Hill 2-3020 | George A. Carlin | Newspaper features adaptable to broadcasting |
| United Sound Systems | Detroit, Mich. | 5840 Second Blvd. | Trinity 2-9384 | James V. Siracuse | Recording, transcriptions, phonograph records |
| United Transcribed System | Toronto, Ont. | 14 McCaul St. | Adelaide 5112 | John H. Part | Production, recording, scripts |
| Universal Radio Productions | Chicago 11, Ill. | 737 N. Michigan Ave. | Delaware 1756 | R. E. Burke | Production, scripts |
| Universal Recording Co. Inc. | New York City 20 | 1270 Sixth Ave. | Circle 5-4895 | Allen Best | Recording service |
| Urab Recording Studio | New York City | 245 W. 34th St. | Chickering 4-3314 | Miss Marianne | Recording service |
| U. S. Recording Co. | Washington 5, D. C. | 1121 Vermont Ave., N.W. | District 1640 | Joseph Tait | Recording service |
| Thomas J. Valentino Inc. | New York City 19 | 1600 Broadway | Circle 6-4675 | Thomas J. Valentino | Recording, sound-effect records |
| Rudy Vallee Presents Inc. | Hollywood 46, Cal. | 8820 Sunset Blvd. | Crestview 1-5169 | Mannie Lowy<br>Ted Lesser | Talent |
| Van Arsdale Recording Labs. | Evanston, Ill. | 2542 Prairie Ave. | Greenleaf 8290 | William Van Arsdale | Recording, production |
| Frank W. Vincent Agency | Beverly Hills, Cal. | 242 N. Canon Dr. | Crestview 6-2041 | Don Sharpe | Talent, production |
| Owen Vinson & Co. | Chicago 1, Ill. | 360 N. Michigan Ave. | Central 6769 | Owen Vinson | Production, package shows |
| J. Franklin Viola & Co. | New York City | 152 W. 42d St. | Chickering 4-3254 | J. Franklin Viola | Foreign language, scripts, production |
| A. George Volck Inc. | Beverly Hills, Cal. | 9441 Wilshire Blvd. | Crestview 6-3121 | William Shiffrin | Talent |
| Tom Wallace Radio Productions | Chicago, Ill. | 605 N. Michigan Ave. | Superior 4584 | Tom Wallace | Production |
| Waxelbaum & Co. | New York City 18 | 132 W. 43d St. | Pennsylvania 6-0043 | B. Waxelbaum | Jewish radio programs |
| Webber Radio Programs | Des Moines 9, Iowa | Shops Bldg. | 2-1465 | George W. Webber | Transcriptions, recording |

(Continued on Page 347)

# Directory of Transcription, Production and Related Services

[Continued from Page 346]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|---|---|---|---|---|---|
| Carl Wester & Co. | Chicago, Ill. | 360 N. Michigan Ave. | Randolph 6922 | Carl W. Wester | Production |
| Austin Wilder | New York City | 745 Fifth Ave. | Plaza 3-8034 | Austin Wilder | Talent |
| Fletcher Wiley Productions | Hollywood 28, Cal. | Columbia Square | Hollywood 1212 | Fletcher Wiley | Syndication of Housewive's Protective League |
| Joe Williams | New York City | 1650 Broadway | Circle 5-9422 | Joe Williams | Talent |
| Witte Radio Productions | Los Angeles 35, Cal. | 1064 So. Genesee | Axminster 2-7235 | I. Oscar Witte | Transcriptions |
| Alice Blaine Wolf | New York City 14 | 9 St. Lukes Place | Walker 5-1475 | Alice Blaine Wolf | Scripts |
| Wolf Associates Inc. | New York City<br>Hollywood, Cal. | RKO Bldg.<br>1491 N. Vine St. | Circle 7-4885<br>Hollywood 0676 | Edward Wolf<br>L. Wolfe Gilbert | Production |
| World Talent Bureau (Unit of World Broadcasting System) | New York City | 711 Fifth Ave. | Wickersham 2-2100 | Charles Gaines | Talent |
| World Broadcasting System Inc. | New York City 22<br>Chicago 11, Ill.<br>Los Angeles 7, Cal. | 711 Fifth Ave.<br>301 E. Erie St.<br>1865 Cordova St. | Wickersham 2-2100<br>Superior 9114<br>Rochester 1106 | Percy L. Deutsch<br>James E. Dickert<br>L. C. Gilman | Transcription Library, transcriptions, production, scripts |
| World High Fidelity Recording Inc. | Montreal, Que. | 1159 St. Lawrence Blvd. | Lancaster 8833 | E. Phaneuf | Recording, film recording, production |
| Wright-Sonovox Inc. | Chicago, Ill. | 180 N. Michigan Ave. | Franklin 6373 | James L. Free | Talking and singing sound |
| Ben Yost Enterprises | New York City | 1650 Broadway | Circle 6-6532 | Ben Yost | Production |
| Frederic W. Ziv Inc. | Cincinnati 29, O. | 2436 Reading Rd. | University 6124 | Frederic W. Ziv | Transcriptions, production, recording |
| KMTR Recording Studios | Hollywood 38, Cal. | 1000 Cahuenga Blvd. | Hillside 1161 | O. H. Nance Jr. | Transcriptions, production, recording |
| KSTP Artists Bureau | St. Paul 2, Minn. | St. Paul Hotel | Cedar 5511 | David P. Stone | Talent, production |
| Radio Station WFAA | Dallas 2, Tex. | 1122 Jackson St. | Riverside 9631 | Martin B. Campbell | Production, recording |
| WFIL Broadcasting Co. | Philadelphia 7, Pa. | Widener Bldg. | Rittenhouse 6900 | Roger W. Clipp | Recording, production, transcriptions |
| WLS Artist Bureau | Chicago 7, Ill. | 1230 Washington Blvd. | Monroe 9700 | George R. Ferguson | Talent, production |
| WMCA Artists Bureau | New York City | 1657 Broadway | Circle 6-2200 | Charles S. Wilshin | Talent, production |
| WOR Entertainment Dept. | New York City 18 | 1440 Broadway | Pennsylvania 6-8600 | Nathan M. Abramson | Talent, production, recording |
| WOR Recording Studios | New York City 18 | 1440 Broadway | Pennsylvania 6-1346 | Thomas M. Kelleher | Recording, production, scripts, talent |



**OUTSTANDING TRANSCRIBED SPOTS & SHOWS**

*built to specifications*

- FINE Production, Announcing, Dramatic, Vocal and Instrumental Talent.
- Novachord Artists.
- Extended Range Orthacoustic recording by engineers of over 10 years experience.
- Network Quality Studio Facilities, 3,000 sound effects.
- T.R.F. Air-checks from this Area.
- FAST DISTRIBUTION of Pressings & Re-recorded Copies.
- Continuous Recording in any Location by Portable Facilities.
- Sound Amplifying Equipment Leased.

*To Advertising Agencies and Radio Stations goes most of the credit for over 900% increase in our recording business during the past three years. We are licensed by AFM to supply transcribed instrumental music*

**DAMON TRANSCRIPTION LABORATORY**
**MIDLAND BUILDING KANSAS CITY, MO. VI. 2585**

BLIND DATE

*with Arlene Francis*

●

Tom Wallace
Radio Productions

605 N. Michigan Ave.
Chicago, Illinois

# Radio Highlights and Headlines: 1943

## (Major Events of Year as Chronicled in BROADCASTING)

(See issues of BROADCASTING nearest each date given for full details.)

**Jan. 4**—Spot business in 1942 shows 10% gain, according to industry-wide survey.

**Jan. 8**—1st. Lt. Thomas E. Knode, Washington news editor of NBC, awarded Distinguished Service Cross by President Roosevelt for extraordinary heroism in New Guinea campaign. Subsequently promoted to captain and retired because of wounds. Rejoined NBC as public relations director, Washington, in October.

**Jan. 12**—Senate Interstate Commerce Subcommittee opened hearings on Clark resolution to end AFM recording strike. Hearings recessed pending arbitration efforts.

**Jan. 19**—House passes Cox resolution (HRes. 21) authorizing sweeping investigation of the FCC after Rep. Cox (D-Ga.) described Commission as "the nastiest nest of rats in this entire country."

**Jan. 21**—Cut in radio program transmission costs totalling approximately $2,145,000 effected by AT&T under new tariff ordered by FCC.

**Jan. 27**—Dr. Edwin H. Armstrong, radio inventor and FM pioneer, awarded Edison Medal for 1942 for "distinguished contributions to the art of electronic communication, notably the regenerative circuit, the superheterodyne and frequency modulation."

**Jan. 29**—National Selective Service headquarters announces revised manpower list designed to provide relief for certain radio positions as critical occupations.

**Feb. 8** — **Broadcast advertising gross time sales reach $254,800,000 in 1942, an increase of 7.2% ahead of preceding year. Net time sales aggregate $191,000,000 or 6.1% ahead of 1941 peak.**

**Feb. 9**—Irvin R. Baker, 39, radio engineering pioneer and former chief of RCA transmitter sales, died at Camden, N. J., of a cerebral hemorrhage.

**Feb. 10**—Revised "Code of Wartime Practices for American Broadcasters" issued by Byron Price, Director of Censorship. Text of Code.

**Feb. 11**—AFM proposes fixed fee royalty basis for all records and transcriptions as condition precedent to lifting of recording ban.

**Feb. 11**—U. S. Supreme Court sustains findings of Federal Judge John P. Barnes of Chicago, dismissing Government's anti-trust suit against James C. Petrillo and American Federation of Musicians provoked by ban on recordings, on ground that it was labor dispute.

**Feb. 13**—Eugene L. Garey, New York attorney, named General Counsel of House Select Committee to investigate FCC.

**Feb. 19**—Amos 'n' Andy leave air after 15 years of unbroken service. Returned in fall of 1943 in half-hour feature instead of six-a-week.

**Feb. 23**—Transcription and phonograph recording companies advise AFM of rejection of Petrillo "fixed fee" proposal as condition precedent to lifting of recording ban.

**March 2**—White-Wheeler bill (S-814) to reorganize FCC into two separate autonomous divisions and rewrite Communications Act of 1943 introduced in Senate.

**March 6**—Alfred I. DuPont Radio Awards for 1942 of $1,000 each given to KGEI, shortwave station in San Francisco, and Fulton Lewis jr., Washington radio commentator.

**March 26**—Ninety million dollars annual donation of time and talent for war effort programs estimated by Elmer Davis, director of OWI.

**March 29**—George Foster Peabody Awards for 1942 go to: Charles Collingwood, CBS foreign correspondent; *The Man Behind the Gun*, CBS program, for "outstanding entertainment in drama"; the *Standard Symphony*, NBC Pacific Coast, for "outstanding entertainment in music"; *Afield with Ranger Mac*, weekly series on WHA Madison, Wis., for the "outstanding educational program"; *Our Hidden Enemy—Venereal Diseases*, transcribed series on KOAC Corvallis, Ore., for "outstanding public service program by a local station" and *The Home Front*, weekly program on WCHS Charleston, for "outstanding public service program by a regional station."

**March 31**—WPID Petersburg, Va., local, becomes first station to toss in sponge after FCC policy ruling refusing operation suspensions for the duration of the war.

**April 26**—E. K. Jett, FCC chief engineer, urges all interested in radio to plan for post-war allocations and poses questions about movement of FM, television, and other bands. Article part of symposium in special issue of BROADCASTING devoted to post-war planning.

**May 6**—Home radios are reported by 91.9% of the nation's families, although 4.2% reported sets out of order, according to a survey made by *Life* Magazine.

**May 10**—Supreme Court upholds right of FCC to regulate practically everything that is radio in 5-2 opinion declaring FCC network monopoly regulations as proper and within FCC's jurisdiction. June 14 effective date set by FCC.

**May 14**—Palmer Hoyt, editor and publisher of *Portland Oregonian* (KGW-KEX), named assistant director of OWI in charge of domestic operations, succeeding Gardner Cowles jr., president of Iowa Broadcasting Co. and of *Des Moines Register and Tribune*. He remained until Jan. 8, 1944.

**May 17**—Supreme Court in a 4-2 ruling against FCC in the KOA-WHDH clear channel case holds FCC cannot modify coverage or service of stations without prior hearings and without burden of the proof on applicant.

**May 26**—Navy releases first information on Radar, miracle war radio development, used for radio ranging and detecting through fog, mist and distance. Statement revealed electronic weapon was first conceived by scientists of U. S. Naval Aircraft Laboratory.

**June 21**—Fred Weber resigns as general manager of Mutual to become part owner and manager of WDSU New Orleans.

**June 25**—UP and PA simultaneously announce new high-speed news wire service for radio, stepping up circuits 50% as soon as facilities become available.

**July 2**—House Select Committee to investigate FCC at opening hearing alleges that Commission through "rank inefficiency" interfered with war effort. List of 24 "accusations" made against Commission.

**July 2**—President Roosevelt withdraws renomination of George H. Payne as member of the FCC after having sent nomination to Senate previous day. No explanation given for sudden action.

**July 2**—New bill (HR-3109) to rewrite Communications Act, closely paralleling White-Wheeler bill (S-814), pending in Senate, introduced in House by Rep. Pehr G. Holmes (R-Mass.).

**July 8**—Decca Records Inc. acquires World Broadcasting System and retains existing management under P. L. Deutsch, president.

**July 9**—President Roosevelt intercedes in House inquiry of the FCC to prevent military services from testifying or supplying data.

**July 13**—FCC grants Baylor U. and Carr P. Collins, head of Crazy Water Crystals Co., construction permit for a new 50,000 watt daytime station at Corpus Christi, Tex. Viewed as violation of April 27, 1942 Freeze Order. Station would use equipment of XEAW Reynosa, Mexico.

**July 23**—Federal Trade Commission drops year-long inquiry into major network rate discount practices after finding no violation of law.

**July 30**—**Edward J. Noble, owner of WMCA New York, purchases BLUE Network from RCA for eight million dollars cash. FCC, following hearing going into program policies, approved transfer Oct. 12.**

**Aug. 4**—**Edward Klauber resigns as director and chairman of Executive Committee of CBS, after 13 years' service, due to ill health. Joins OWI Sept. 1 as assistant director.**

**Aug. 24**—**Standard four-letter calls authorized for FM stations in lieu of previous letter-numeral combinations in ruling by FCC. Standard stations also permitted to use regular standard call with suffix "FM" if desired.**

**Aug. 31**—W. D. Terrell, 72, first U. S. radio head, retires as chief of FCC's Field Division.

**Sept. 6**—Transition of British System of Government-owned broadcasting to variation of the "American Plan" program sponsorship in the post-war era discussed in England.

**Sept. 8**—Italy's unconditional surrender gives radio its biggest news assignment of the war, when Gen. Dwight D. Eisenhower, Commander-in-Chief of Allied Forces, announced the event by radio.

**Sept. 13**—Sale of WMCA by Edward J. Noble, purchaser of the BLUE Network, to a company headed by Nathan Straus, former Administrator of U. S. Housing Authority, for $1,255,000 is announced.

**Sept. 16**—CBS announces elimination of "hitch-hike" and "cowcatcher" announcements effective Oct. 1, 1944, in conformity with demands of affiliated stations.

**Sept. 20**—Dissolution of the firm of Blackett-Sample-Hummert, top agency in radio business placements, announced effective Dec. 31. Dancer-Fitzgerald-Sample established to succeed one segment of firm, with Hill Blackett announcing plans to establish own firm later.

**Sept. 24**—Decca Records Inc. and World Broadcasting System agree to AFM demands for payment of royalties to union for right to record, breaking recording strike in force since Aug. 1, 1942.

**Sept. 29**—Dr. W. R. G. Baker, vice-president of General Electric Co., elected chairman of Radio Technical Planning Board to probe post-war allocations for all radio and communication services in cooperation with FCC.

**Sept. 30**—Rep. E. E. Cox (D-Ga.) resigns as chairman of House Select Committee to investigate FCC after bitter running fight with Chairman James Lawrence Fly and Commissioner C. J. Durr. Rep. Lea (D-Cal.) named chairman by Speaker Sam Rayburn.

**Oct. 7**—William S. Paley, CBS president, accepts special war area assignment for OWI.

**Oct. 12**—Radio's bid for a larger slice of retail advertising dollar launched in Washington with premiere showing of NAB motion picture presentation "Air Force and the Retailer". Showing subsequently made in 120 cities.

**Oct. 14**—Edward J. Noble formally takes over BLUE Network and becomes chairman of its board. Mark Woods and Edgar Kobak retained as president and executive vice-president respectively, along with other key officials.

**Nov. 3** — Hearings begin before Senate Interstate Commerce Committee on White-Wheeler bill to seek relief from "life and death" powers given FCC under Supreme Court decision of May 10. Fly first witness. Hearings end Dec. 16 after 27 days of testimony.

**Nov. 4**—R. Morris Pierce, chief engineer of WGAR Cleveland, on leave with OWI, credited with part in surrender of Italian Navy to American forces. As chief engineer of Psychological Warfare Branch Allied Force Headquarters in Algeria, he rigged up transmit-

(*Continued on page 350*)

# Code of Wartime Practices for American Broadcasters

### As Revised Dec. 1, 1943, by Office of Censorship

## SPECIAL NOTE

The Code of Wartime Practices is issued pursuant to instructions by the President, who commissioned the Office of Censorship to supervise domestic voluntary censorship.

You are reminded that whenever anyone else, in any part of the country, makes a request which appears unreasonable or out of harmony with the Code, you are at liberty to appeal at once to the Office of Censorship.

Much confusion would be avoided if such appeals were more frequent.

* * *

This is the third revision of the Code of Wartime Practices for American Broadcasters.

The principle of censorship remains the same. It is voluntary and broadcast management is responsible for fulfilling the function in its own medium. The broadcasting, to this end, should be constantly aware of the dangers inherent in (1) news broadcasts; (2) routine programming; and (3) commercial copy.

To combat these dangers effectively, broadcast management must be in complete control of all programming every minute of every day of operation. This responsibility should not be delegated to anyone over whom the management does not exercise control.

The facilities of the Office of Censorship are at the disposal of broadcasters 24 hours a day, to assist them with consultation and advice when any doubt arises as to the application of this Code. The following are the principal advisory guideposts (as revised) which are intended to aid in discharging censorship responsibilities:

## I. NEWS BROADCASTS AND COMMENTARIES

Broadcasters should edit all news in the light of this Code's suggestions and of their own specialized knowledge, regardless of the medium or means through which such news is obtained.

Special attention is directed to the fact that all of the requests in this Code are modified by a proviso that the information listed may properly be broadcast when authorized by *appropriate authority.* News on all of these subjects will become available usually from Government sources; but in war, timeliness is an important factor and the Government unquestionably is in the best position to decide when disclosure is timely.

Caution is advised against reporting, under the guise of opinion, speculation, or prediction, any fact which has not been released by appropriate authority.

**It is requested that news in any of the following classifications be kept off the air unless made available for broadcast by appropriate authority or specifically cleared by the Office of Censorship.**

(*a*) **Weather.**—Weather forecasts other than those officially released by the Weather Bureau Mention of wind direction or barometric pressure in current or past weather (including summaries and recapitulations) except when contained in EMERGENCY warnings released specifically for broadcast by the Weather Bureau authorities.

NOTE.—Special events reporters, covering sports or any outdoor assignments (fires, floods, storms, etc.), are cautioned especially against mention of wind directions.

(*b*) **Armed forces.**—Type and movements of United States Army, Navy, and Marine Corps units, within or without continental United States, including information concerning—

Location.
Identity.
Exact Composition.
Equipment.
Strength.
Destination.
Routes.
Schedules.
Assembly for Embarkation.
Prospective Embarkation.
Actual Embarkation.

Such information regarding troops of friendly nations on American soil.

Revelation of possible future military operations by identifying an individual or group known for a specialized activity.

*Exceptions:*

(1) *Armed forces in the United States.*—Those in training camps and units assigned to domestic police duty, as regards names, addresses, location, and general character.

(2) *Armed forces outside the United States.*—Names and locations (without unit identifications) *if* presence of United States forces in area has been announced officially.

Names of naval personnel without mention of ships, unless said ships have been announced by the Navy as lost or damaged.

(*c*) **Ships (convoys, etc.).** — Type and movements of United States Navy, or merchant vessels, or transports, of convoys, of neutral vessels, or vessels of nations opposing the Axis powers in any waters, including information concerning—

Identity.
Location.
Port of Arrival.
Time of Arrival.
Prospect of Arrival.
Port of Departure.
Ports of Call.
Nature of Cargoes.
Assembly.
Personnel.

Enemy naval or merchant vessels in any waters, their

Type.
Identity.
Location.
Movements.

Secret information or instruction about sea defenses, such as

- Buoys, lights and other guides to navigators.
- Mine fields and other harbor defenses.

Ships in construction—

Type.
Number.
Size.
Location.

Advance information on dates of launchings, commissionings.

Physical description, technical details of shipyards.

Movement of diplomatic exchange ships under direction of the State Department.

*Exceptions:* Movements of merchant vessels on Great Lakes or other sheltered inland waterways unless specific instances require special ruling.

(*d*) **Damage by enemy land or sea attacks.**—Information on damage to military objectives in continental United States or possessions, including—

Docks.
Railroads.
Airfields.
Public Utilities.
Industrial plants engaged in war work.

Counter-measures or plans of defense.

*Appropriate authority*—For information about damage from enemy attacks to military objectives on land within continental United States or possessions is the commanding officer in the zone of combat, or the Army Bureau of Public Relations, Washington. (For the Hawaiian Islands, the Navy )

(*e*) **Action at sea.** — Information about the sinking or damaging from war causes of war or merchant vessels in any waters.

*Appropriate authority.*—Appropriate authority for results of United States naval action against enemy vessels in or near American waters is the commanding officer of the district in which the action occurs, or the Naval Office of Public Relations, Washington.

(*f*) **Enemy air attack.**—Estimates of number of planes involved; number of bombs dropped; damage to—

Fortifications.
Docks.
Railroads.
Ships.
Airfields.
Public Utilities.
Industrial plants engaged in war work.
All other military objectives.

Warnings or reports of impending air raids; remote ad lib broadcasts dealing with raids, during or after action.

Mention of any raid in the continental United States during its course, except on appropriate authority of the designated representatives of the Defense Commander in whose area the raid occurs or the War Department in Washington.

News which plays up horror or sensationalism; deals with or refers to unconfirmed reports or versions; refers to exact routes taken by enemy planes, or describes counter-measures of defense, such as troop mobilization or movements, or the number or location of antiaircraft guns or searchlights in action.

*Exceptions:* After an air raid, general descriptions of action after all-clear has been given. Nothing in this request is intended to prevent or curtail constructive reporting or programming of such matters as feats of heroism, incidents of personal courage, or response to duty by the military or by civilian defense workers.

(*g*) **Accredited military and naval correspondents.**—No provisions in this Code of Wartime Practices for American Broadcasters modify obligations assumed by accredited correspondents who accompany Army or Navy forces or are given special accrediting by the War or Navy departments to visit restricted areas in the United States.

These commitments, under War and Navy department practice, pledge such correspondents to submit to censorship anything they write in zones of combat or restriction, or what they may write at a later date as result of their observation in these zones The military department concerned is the censorship agency for all such material.

In case of a protracted enemy attack on the continental United States, necessitating military declaration of a combat zone, censorship within such an area would, of necessity, be by military authority. Accrediting of news gatherers for such a zone will be as in any other combat area. In the case of such an attack and declaration of a military zone of combat, the requests in this Code remain applicable to broadcast operations outside the declared area.

(*h*) **Planes.** — *Air units.* — **Military** air units of the United States and the United Nations as to—

Disposition.
Missions.
Movements.
New Characteristics.
Strength.

Information concerning new military aircraft and related items of equipment or detailed information on performance, construction and armament of current military aircraft or related items; military activities of commercial air lines or the Civil Air Patrol.

(*i*) **Fortifications and air installations.**—Location and description of fortifications, including—

- Coast Defense Emplacements.
- Antiaircraft guns and other air defense installations.
- Defense Installation details of public airports used for military purposes.
- Camouflaged objects.
- Location of specially constructed bomb shelters.
- Information concerning installations for military purposes outside the United States.

(*j*) **Sabotage.** — Specifications (including information on bottlenecks) which saboteurs could use to damage military objectives. No mention of sabotage should be made except on appropriate authority of the military agency concerned or the Department of Justice.

(*k*) **Production** (see also **Sabotage**).—New or secret Allied military weapons, identity and location of plants making them; designs or rate of production or consumption of any specific type of war materiel; formulas, processes or experiments connected with war production.

Information on imports, exports or Government stock piles of critical or strategic materials, such as tin, natural rubber, uranium, chromium, tantalum, manganese, quinine, tungsten, platinum and high-octane gasoline.

Movement or transportation of war materiel.

NOTE.—Progress of production for general categories of war materiel such as planes, tanks, guns, vehicles and munitions may be reported, but statistical information on specific weapons such as bombers, fighter planes, 155 mm. guns, medium tanks, etc., should be avoided without appropriate authority.

(*l*) **Combat zone interviews and letters.**—Interviews with service men or civilians from combat zones (including accounts of escapes from foreign territory) should be submitted for review before broadcast, either to the Office of Censorship or to the appropriate Army or Navy Public Relations Officer. Letters from combat zones are censored at the source for ***home and family consumption*** only. When used on the air, broadcasters should measure the contents of such letters in the light of the provisions of this Code. In case of any doubt, consult the Office of Censorship. (See clause on Armed Forces, regarding unit identifications.)

(*m*) **War prisoners, internees, civilian prisoners.**—Information as to arrival, movements, confinement, escape, or identity of military prisoners from war zones; identity of persons arrested or interned as enemy aliens; locations or operations of alien internment camps; place of confinement of civilians convicted of treason, espionage, or sabotage.

NOTE.—The appropriate authority for information as to war prisoners or their camps is the War Department; for escaped prisoners, the War Department or the F. B. I.; for information as to enemy aliens or their camps, or civilian prisoners described above, the Department of Justice. In any inquiry, please make certain whether the individuals involved are military prisoners of war, enemy aliens, or resettled citizens or aliens.

(*n*) **Military intelligence.** — Information concerning war intelligence, or the operations, methods, or equipment of counter-intelligence of the United States, its allies, or the enemy.

Information concerning secret detection devices.

Information concerning secret United States or Allied means or systems of military communication, including the establishment of new International points of communication.

(*o*) **War news coming into the United States.**—War information originating outside United States territory may be broadcast if its origin is made plain.

Any recordings or information for broadcast gathered in any form that is sent across the United States—Canadian border should contain nothing that will conflict with the censorship of the country in which the information originates.

(*p*) **General.**—

*Casualties.*—Identification of combat casualties until made available for publication by the War or Navy Departments or the next of kin.

*Strategy.*—Secret war plans, or diplomatic negotiations or conversations which concern military operations.

*Art objects, historical data.*—Information disclosing the new location of national archives, or of public or private art treasures.

*Diplomatic information.* — Information about the movements of the President of the United States (including advance notice of the place from which he will broadcast); information of official military or diplomatic missions of the United States or of any other nation opposing the Axis powers — routes, schedules, destination, within or without continental United States; movements of ranking Army or Naval officers and staffs on official missions; movements of other individuals or units on military or diplomatic missions.

## II. PROGRAMS

These suggestions are made in order that broadcasters will have a pattern to follow in accomplishing the most important censorship function of program operation: keeping the microphone under the complete control of the station management, or its representatives.

(*a*) **Request programs.** — *Music.* — No telephoned or telegraphed requests for musical selections should be accepted. No requests for musical selections made by word-of-mouth at the origin of broadcast, whether studio or remote, should be honored.

*Talk.*—No telephoned or telegraphed requests for service announcements should be honored, except as hereinafter qualified. Such service announcements would include information relating to—

Lost pets.
"Swap" ads.
Mass meetings.
Personal messages.
Club meetings,
Club programs, etc.
Vital statistics.

The same precautions should be observed in accepting "classified advertisements" for broadcasting.

No telephoned, telegraphed, or word-of-mouth dedications or program features or segments thereof should be broadcast. No telephoned, telegraphed, or word-of-mouth auction bids, contributions or similar acknowledgments from listeners, should be broadcast.

*Exceptions.*—Emergency announcements (such as those seeking blood donors, doctors, lost persons, lost property, etc.) may be handled in conventional manner if the broadcaster confirms their origin. They should emanate from the police, the Red Cross, or similar recognized governmental or civilian agency.

Service announcements may be honored when source is checked and material is submitted in writing, subject to rewriting by station continuity staff. Requests for the broadcast of greetings or other programs to commemorate personal anniversaries may be honored if the actual broadcast is not made on the anniversary date or at the time or on the date designated in the request.

ALL requests, subject to the above qualifications, may be honored when submitted via mail, or otherwise in writing if they are held for an unspecified length of time and if the broadcaster staggers the order in which such requests are honored, rewriting any text which may be broadcast.

(*b*) **Quiz programs.**—It is requested that all audience-participation type quiz programs originating from remote points, either by wire, transcription, or short wave, should not be broadcast, except as qualified hereinafter. Any program which permits the public accessibility to an open microphone is dangerous and should be carefully supervised. Because of the nature of quiz programs, in which the public is not only permitted access to the microphone but encouraged to speak into it, the danger of usurpation by the enemy is enhanced. The greatest danger here lies in the informal interview conducted in a small group—10 to 25 people. In larger groups, where participants are selected from a theater audience, for example, the danger is not so great.

Generally speaking, any quiz program originating remotely, wherein the group is small, wherein no arrangement exists for investigating the background of participants and wherein extraneous background noises cannot be eliminated at the discretion of the broadcaster, should not be broadcast. Included in this classification are all such productions as man-in-the-

(*Continued on page 350*)

# Code of Wartime Practices for American Broadcasters

(Continued from page 349)

street interviews, airport interviews, train terminal interviews, and so forth.

In all studio-audience type quiz shows, where the audience from which interviewees are to be selected numbers less than 50 people, program conductors are asked to exercise special care. They should devise a method whereby no individual seeking participation can be *guaranteed* participation.

(*c*) **Forums and interviews.**—During forums in which the general public is permitted extemporaneous comment, panel discussions in which more than two persons participate, and interviews conducted by authorized employees of the broadcasting company, broadcasters should devise methods guaranteeing against the release of any information which might aid the enemy as described in Section I of the Code. If there is doubt concerning the acceptability of material to be used in interviews, complete scripts should be submitted to the Office of Censorship for review. (See Par. (*l*) sec. I.)

(*d*) **Special-events reporting** (ad lib).—Special-events reporters should study carefully the restrictions suggested in Section I of the Code, especially those referring to interviews and descriptions following enemy offensive action. Reporters and commentators should guard against use of descriptive material which might be employed by the enemy in plotting an area for attack.

If special programs which might be considered doubtful enterprises in view of our effort to keep information of value from the enemy are planned, outlines should be submitted to the Office of Censorship.

(See also Par. (*a*), sec. I.)

(*e*) **Simulated air raids, blackouts.**—In view of the provisions contained in Paragraph (*f*), Section I, of this Code, which prescribe radio silence at the scene of an air raid until the "all clear," it is the belief of this office, in which the Office of Cicilian Defense concurs, that broadcasting stations should not employ their facilities during a simulated air raid in any way which would encourage listeners to rely upon the medium for advice and assistance should an actual raid occur. This is intended to place no proscription on the legitimate broadcast of descriptions and commentaries dealing with simulated air raids and blackouts after the events have been conducted.

(*f*) **Commercial continuity.**—Broadcasters should be alert to prevent the transmission of subversive or restricted information through the use of commercial continuity in program or announcement broadcasts. In this connection, the continuity editor should regard his responsibility as equal to that of the news editor.

### III. FOREIGN LANGUAGE BROADCASTS

(*a*) **Personnel.**—The Office of Censorship, by direction of the President, is charged with the responsibility of removing from the air all those engaged in foreign language broadcasting who, in the judgment of appointed authorities in the Office of Censorship, endanger the war effort of the United Nations by their connections, direct or indirect, with the medium. Bases of judgment in exercising this function will be twofold: (1) current material written for broadcast or broadcast over American facilities; (2) past and/or present conduct of the individual, including evidence substantiating his sympathy with the regimes of our enemies. This function of the Office of Censorship is not intended to relieve in any measure the full responsibility resting with the management of the foreign language broadcasting station to employ only those whose loyalty he does not question. There extends to such broadcast management the additional responsibility to report to the Office of Censorship the names of any personnel in this field who might be suspected for any reason.

(*b*) **Scripts.**—Station managements are requested to require all persons who broadcast in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material. (This procedure does not apply to programs originated and produced by the Office of War Information and distributed to foreign language stations.) It is further requested that this material be checked "on the air" against the approved script and that no deviations therefrom be permitted. These scripts or transcriptions should be kept on file at the station.

(*c*) **Censors and monitors.**—In order that these functions can be performed in a manner consistent with the demands of security, station managers are reminded that their staffs should include capable linguists as censors and monitors whose duty it will be to review all scripts in advance of broadcast and check them during broadcast against deviation.

(*d*) **Submission of scripts.**—From time to time the Office of Censorship will ask foreign language broadcasters to submit specified scripts to this office for review. If a station obtains its foreign language program from another originating point via network, these requirements do not apply; in such event the originating station will be held responsible for fulfilling the requests contained herein.

(*e*) Station managements are reminded that all provisions of this code, as outlined in Sections I and II, apply equally to foreign language broadcasting.

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Broadcasters should ask themselves, "Is this information of value to the enemy?" If the answer is "Yes," they should not use it. If doubtful, they should measure the material against the Code.

From time to time the Office of Censorship may find it necessary to issue further communications either to interpret certain existing requests, amend or delete them, or otherwise to cover special emergency conditions. Such communications will be addressed to managers of radio stations and networks and should receive preferential attention.

If information concerning any phase of the war effort should be made available anywhere, which seems to come from doubtful authority, or to be in conflict with the general aims of these requests; or if special restrictions requested locally or otherwise by various authorities seem unreasonable or out of harmony with this summary, it is recommended that the question be submitted at once to the Office of Censorship, Washington. Telephone: Executive 3800; Teletype WA-434.

THE OFFICE OF CENSORSHIP,
BYRON PRICE, *Director*.

Dec. 1, 1943.

# Radio Headlines: 1943

(Continued from page 348)

ter which broadcast surrender terms subsequently accepted by Italians.

**Nov. 4** — Year-round cooperation given by broadcasting industry to War Information campaigns exceeds $103,000,000, according to OWI estimates.

**Nov. 23** — FCC resurrects order (No. 84A) banning multiple ownership of standard broadcast stations in the same area, effective June 1, 1944 and affecting some 40 existing multiple ownership or overlap stations.

**Nov. 26**—Threat of a musicians' strike against nationwide networks in February looms as War Labor Board panel concludes hearings on AFM transcription strike with little hope of ruling until following spring.

**Nov. 26** — Niles Trammell, NBC president, and John F. Royal, vice-president, return following a six-week war tour to England, North Africa, Sicily and Italy. Predict international audiences for U. S. programs in post-war era.

**Nov. 28**—U. S. S. McClelland, destroyer escort, launched at San Pedro, Calif., in memory of radio's first casualty in World War II, Ens. Thomas A. McClelland, former chief engineer of KLZ Denver.

**Dec. 10**—Revised Code of Wartime Practices for Broadcasters, permitting wider war coverage, announced by Byron Price, Director of Censorship.

**Dec. 15**—FCC extends broadcast station licenses for full statutory term of three years, superseding two-year tenures.

**Dec. 16**—Fines of $500 per day for violation of FCC regulations would be imposed under amendment to radio law proposed by FCC Chairman James Lawrence Fly at Senate Interstate Commerce Committee hearings for new radio legislation. Testimony concluded six weeks of hearings on White-Wheeler bill (S-814) to reorganize FCC and curb its powers.

**Dec. 17**—William B. Lewis, former OWI radio official, named executive vice-president and general manager of American Network Inc., FM organization, effective April 1.

**Dec. 17**—Wartime census of radio receivers by Office of Civilian Requirements reveals that approximately 32,500,000 American families now have one or more radio sets, or 89% of all families in country.

**Dec. 22**—Analysis of radio employment and compensation prepared by FCC for week of Oct. 17, 1943 shows average weekly compensation to 24,515 fulltime employes of $52.32, a gain of 6.6% over preceding year. Report, covering 815 standard broadcast stations and 10 networks showed total weekly payroll of fulltime employes was $1,366,687. Parttime employes, mainly talent, totaled 4,862.

**Dec. 24**—Christmas Eve address by President Roosevelt carried over greatest worldwide hookup in history. rebroadcast by transcription over four major networks, breaking historical precedent. Program, originally broadcast in afternoon, included pickups from battleship, aircraft carrier and submarine, all on high seas.

**Dec. 27** — Radio enjoys record-breaking year from business standpoint in 1943 with all networks reaching new all-time highs, according to yearend survey by BROADCASTING.

# 10 SUGGESTIONS TO RETAILERS

FOLLOWING are 10 suggestions offered to America's retailers by the NAB as a result of its intensive 16-month research of retail promotion, conducted under the supervision of Sheldon R. Coons, former executive of Gimbels and Lord & Thomas and a recognized authority on merchandising. These conclusions were reached in October, 1943:

1. Radio has arrived. Appraise it objectively, not emotionally.
2. Read radio publications, talk to radio people. There is plenty of knowledge of the subject available.
3. If you cannot give radio your attention, get people around you who can and will.
4. When you go on the air, put your best foot forward.
5. Sell one item, or kindred items, one department or kindred departments, one service or kindred services.
6. Write your commercials for the audience to which you have beamed your program.
7. Radio is entitled to the same promotional support you give to other media. Promote yours with ingenuity.
8. Don't waste your money trying short-term experiments. Don't start unless you plan to stick.
9. Every station and every program has an audience. You don't have to have the biggest and the best.
10. You can make your radio program a real franchise. Protect it with all your intelligence.

W-CAR
PONTIAC
MICHIGAN
1000
S-T-R-E-A-M-L-I-N-E-D
WATTS
1130 K.C. - - - Daytime

That Outstanding Independent Station in Southeastern Michigan That You Hear So Much About . . . Built on Service to the Vast Numbers Who Like "News on the Hour Every Hour"—and Good Music All Day Long.

Three Million People Can Hear Us Easily—and Plenty of Them Listen . . . Hour After Hour Every Day!

# RADIO ALLOCATIONS AND PLANNING

TELEVISION ● FACSIMILE

STANDARD BROADCASTING

FM ● RELATED SERVICES

**Rules and Regulations of the Federal Communications Commission relating to all broadcast services, published in full text. Emergency war-time regulations and allocations to services.**

**In this section also, Radio Technical Planning Board personnel; order of War Production Board covering broadcast services; radio equipment manufacturers; FM, television, international broadcast and experimental stations.**

## *Directory of*

# BROADCASTING EQUIPMENT MANUFACTURERS

Owing to wartime conversions of nearly all radio manufacturing plants, many of the products here listed are unavailable for the duration.

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | PRODUCTS |
|---|---|---|---|---|---|
| Acme Electric & Mfg. Co. | Cuba, N. Y. | 45 Water St. | Cuba 4 | E. A. Miller | Transformers |
| Acoustic Equipment Co. | Atlanta 3, Ga. | 323 Walton Bldg. | Walnut 6714 | P. C. Bangs | Transcriptions, recording service |
| H. W. Acton Co. Inc. | New York<br>Lowell, Mass. | 370 7th Ave.<br>128 Warren St. | Longacre 5-4884<br>Lowell 7607 | H. W. Acton<br>Miss W. M. Day | Transcription needles. |
| Aerovox Corp. | New Bedford, Mass. | 740 Belleville Ave. | New Bedford 68221 | Charles Golenpaul | Condensers |
| Allied Record Mfg. Co. | Hollywood 38<br>Washington 4, D. C. | 1041 N. Las Palmas Ave.<br>601 Earle Bldg. | Hollywood 5107<br>Executive 3792 | Louis I. Goldberg<br>Jerry Mara | Processing and pressing, electrical transcriptions and records |
| Allied Recording Products Co. | Long Island City 1, N. Y. | 21-09 43rd Ave. | Stillwell 4-2318 | J. Strauss | Recording machines, discs, amplifiers, accessories |
| Altec Lansing Corp. | Los Angeles 1 | 6900 McKinley Ave. | Thornwall 4175 | John K. Hilliard | Amplifiers, transformers |
| Amertype Recordgraph Corp. | New York 19 | 333 W. 52nd St. | Circle 6-2230 | A. D. Stern | Sound-recording instruments |
| Amperex Electronic Products | Brooklyn 1, N. Y. | 79 Washington St. | Cumberland 6-4430 | S. Norris | Radio transmitting tubes |
| Amperite Co. | New York 12 | 561 Broadway | Canal 6-1446 | S. Ruttenberg | Microphones, stands, boom stands |
| Amplifier Co. of America | New York 13 | 398 Broadway | Canal 6-7612 | N. M. Haynes | Amplifiers, regulators, transformers, reactors, equalizers, filters, preamplifiers, regulated power supplies |
| Victor J. Andrew Co. | Chicago 19 | 363 E. 75th St. | Triangle 4400 | Victor J. Andrew | Coaxial cables and accessories, antenna tuning, phasing and filtering equipment and components, tower lights and lighting accessories, high frequency antennas, phase monitors, remote antenna ammeters |
| Astatic Corp. | Youngstown 1, O. | 830 Market St. | 45213 | R. T. Schottenberg | Pickups and microphones |
| Audak Co. Inc. | New York 18 | 500 Fifth Ave. | Lackawanna 4-3723 | George V. Sullivan | Microdyne pickups and cutting heads |
| Audio Devices Inc. | New York 22 | 444 Madison Ave. | Plaza 3-0973 | Bryce Haynes | Recording blanks, cutting and playback needles, recording accessories |
| Bendix Radio Corp. | Baltimore, Md. | Baltimore | Towson 1460-R | W. J. Holey | Radio equipment and projects |
| Blaw-Knox Co. | Pittsburgh 22<br>Chicago 3<br>Philadelphia 3<br>New York 17<br>Birmingham 3<br>Washington 4, D. C. | Farmers Bank Bldg.<br>Peoples Gas Bldg.<br>1617 Penna. Blvd.<br>342 Madison Ave.<br>Brown-Marx Bldg.<br>422-4 Munsey Bldg. | Atlantic 5700<br>Harrison 7633<br>Rittenhouse 1681<br>Vanderbilt 6-0661<br>Birm. 3-4931<br>Republic 3142 | E. J. Staubitz<br>J. C. McQuide<br>W. F. Simmons<br>T. M. Avery<br>W. E. Balliet<br>J. N. Critchlow | Radio towers, vertical radiators |
| Bliley Electric Co. | Erie, Pa. | P. O. Box 1070 | 26-857 | G. E. Wright | Quartz oscillating crystals |
| Bond Electric Corp. | New Haven 4, Conn. | 275 Winchester Ave. | 6-0101 | J. C. Calhoun | Radio batteries, dry cells |
| Bruno-New York Inc. | New York 1 | 460 W. 34th St. | Medallion 3-5716 | Irving Strauss | Tubes, parts and test equipment |
| Brush Development Co. | Cleveland 14 | 3311 Perkins Ave. | Endicott 3315 | G. R. Brickenden | Phono-pickups, microphones, equalizers |
| William W. L. Burnett Radio Lab. | San Diego 4, Cal. | 4814 Idaho St. | Talbot 4943 | William W. L. Burnett | Piezo electric crystal holders, temperature controlled oven and constant frequency controlling equipment, frequency measuring service |
| Burgess Battery Co. | Freeport, Ill. | Freeport | Main 3300 | J. A. McIlnay | Dry batteries |
| Canadian Marconi Co. | Montreal, Que.<br>Toronto, Ont.<br>Halifax, N. S.<br>Winnipeg, Man.<br>Vancouver, B. C.<br>St. John's, Newfoundland | 211 St. Sacrament St.<br>92 Adelaide St. West<br>47 Argyle St.<br>356 Main St.<br>500 Beatty St.<br>Adelaide & New Gower Sts. | Marquette 7081<br>Elgin 9275<br>Bishop 6712<br>9-7255<br>Marine 0464<br>881 | M. M. Elliott<br>G. F. Eaton<br>C. S. McDonald<br>W. F. Souch<br>L. S. Hawkins<br>J. J. Collins | Transmitters, portable pickup transmitters, mobile transmitters, commercial receivers, studio, remote, portable and all other type amplifiers, antenna equipment tubes, turntables, vertical radiators, quartz crystals, frequency modulation broadcast and communications equipments, marine radio communications equipment. |
| Chicago Sound Systems Co. | Chicago | 2124 So. Michigan Ave. | Victory 2887 | Larry McGee | Transcription players, P.A. amplifiers, speakers, microphones |
| Cinema Engineering Co. | Burbank, Cal. | 1508 W. Verdugo Ave. | Charleston 6-3626<br>Stanley 7-3727 | Arthur C. Davis | Attenuators—fixed and variable, mixers, faders and grid controls, precision wire wound resistors, transmission measuring sets, V.I. Indicating units, V.U. Indicating units |
| Clark Phonograph Record Co. Inc. | Newark 2, N. J. | 216 High St. | Humboldt 2-0880 | George H. Clark | Transcription processing |
| Clarostat Mfg. Co. Inc. | Brooklyn 1, N. Y. | 130 Clinton St. | Main 4-1190 | Victor Mucher | Volume control, attenuators, "L" and "T" pads, resistors |
| Classic Record Co. | New York 19 | 7 West 46th St. | Bryant 9-0143 | Elie E. Oberstein | Records |
| Collins Radio Co. | Cedar Rapids, Iowa<br>New York | 855 35th N. E.<br>11 W. 42nd St. | 3-0281<br>Lackawanna 4-0229 | W. J. Barkley<br>W. J. Barkley | Relay broadcast transmitters, broadcast transmitters |
| Commercial Crystal Co. | Lancaster, Pa. | 110-114 N. Water St. | 7269 | Frank B. Eshelman | Crystals |
| Commercial Radio Equipment Co. | Kansas City, Mo.<br>Washington, D. C.<br>Hollywood 28, Cal. | 321 E. Gregory Blvd.<br>7134 Main St.<br>Evening Star Bldg.<br>1584 Cross Rds of the World | Plant 1, Jackson 5302<br>Plant 2, Jackson 4500<br>Republic 1464<br>Hillside 9008 | Robert F. Wolfskill<br>Milton W. Woodward<br>E. L. Dillard<br>George Taffeau | Quartz crystals |
| Cornell-Dubilier Elec. Corp. | South Plainfield, N. J. | 1000 Hamilton Blvd. | Plainfield 6-9000 | Leon L. Adelman | Capacitors |
| Corning Glass Works | Corning, N. Y. | Corning | Corning 372 | C. J. Phillips | Insulators, piping for cooling systems |
| Cornish Wire Co. Inc. | New York 7 | 15 Park Row | Cortlandt 7-2525 | W. F. Osler, Jr. | Radio and electric wires and cables |
| Crystal Products Co. | Kansas City 8, Mo. | 1519 McGee St. | Victor 1686 | John M. Ziegler | Low frequency crystals |
| The Daven Co. | Newark 4, N. J. | 191 Central Ave. | Mitchell 2-6555 | Lewis Newman | Single and dual potentiometers, special rotary switches, filament rheostats, mixer panels, variable and fixed attenuators, faders, volume indicators, output meters, line equalizers, attenuation boxes, multipliers, super davohms, laboratory equipment, speech imput control apparatus, decade resistances, resistances, davohms |

(Continued on Page 356)

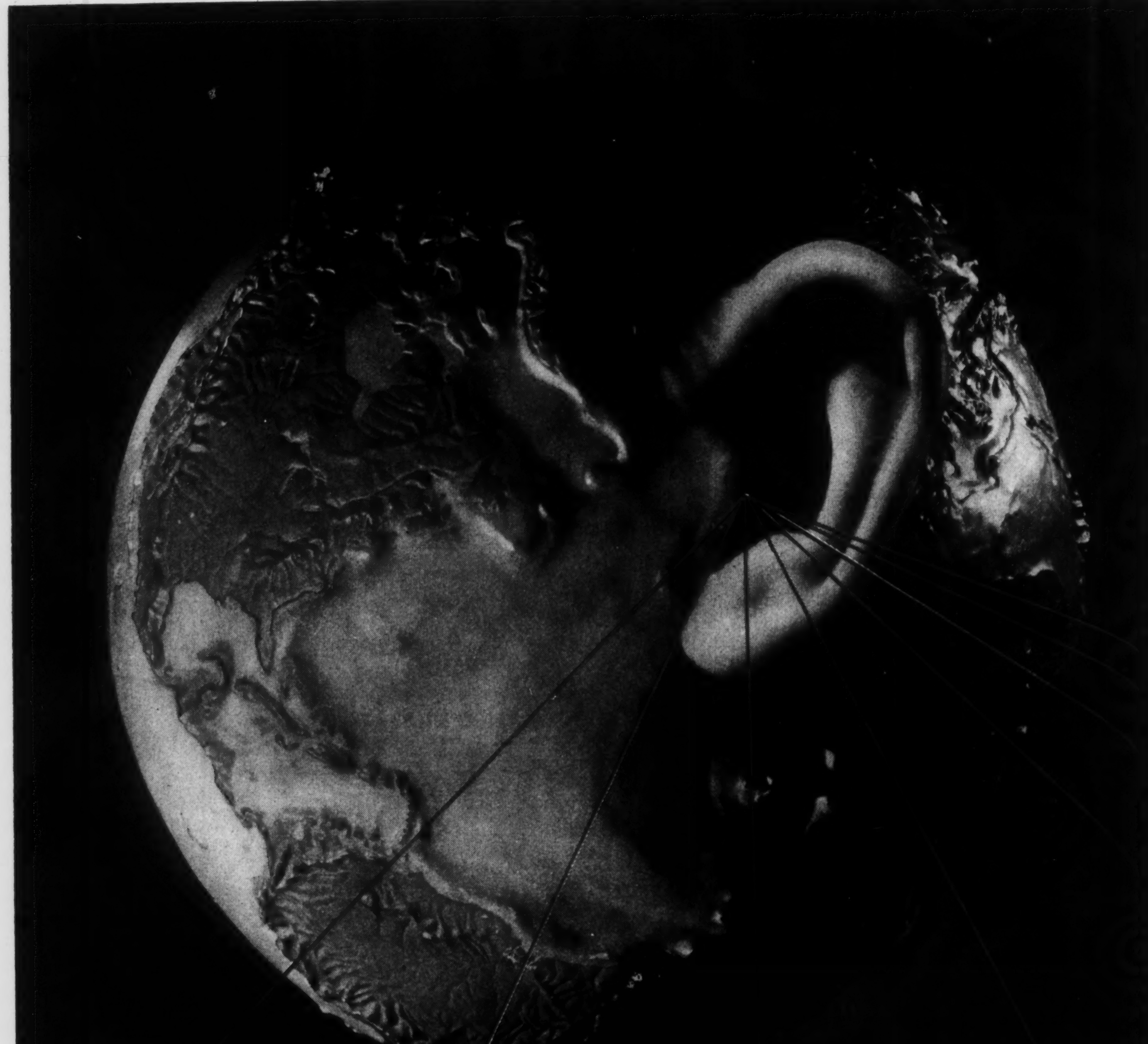
WHY
One of a series showing AMPEREX tubes in the making
AMPEREX
WATER AND AIR COOLED
TRANSMITTING AND RECTIFYING TUBES
AMPEREX ... the high performance tube
Amperex
ARMY E NAVY

*Amperex* is a scientific laboratory, on an enlarged scale, where rare and refractory metals, materials and gases are processed and combined into precise and delicate instruments. The meticulous construction of each tube is supplemented by a series of tough, pre-shipping tests. You receive a perfect product, fortified with the "Amperextras" which assure longevity, uniformity and dependability. All Amperex tubes may be interchanged with your present tubes without circuit readjustment.

GIVE A PINT OF BLOOD TODAY... SAVE SOME SOLDIER'S LIFE TOMORROW

**AMPEREX ELECTRONIC PRODUCTS**
**79 WASHINGTON STREET · BROOKLYN 1, N. Y.**

# SO ALL THE WORLD



BROADCASTING AVIATION RADIO MARINE RADIO MOBILE RADIO

**Western Electric has specialize**

# MAY HEAR better!

# Western Electric

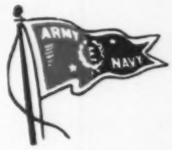
## equipment LEADS the way!

**Today Western Electric is the nation's largest producer of electronic and communications equipment for war.**

**The results of intensified research at Bell Telephone Laboratories—and of improved manufacturing techniques and increased production facilities at Western Electric have made this possible.**

**Whether it be AM or FM, Western Electric has the "know how" and facilities to produce equipment of highest quality.**

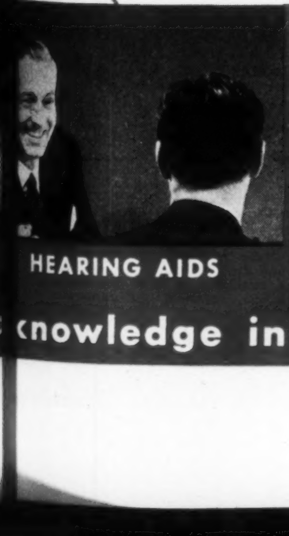
***To bring Victory sooner—buy all the War Bonds you can!***

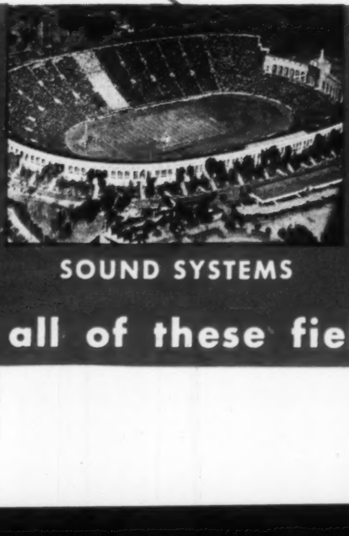


DIAMOND ANNIVERSARY
1869 1944

**For 75 years, Western Electric has been the leader in Sound-transmission apparatus**

Distributed by Graybar Electric Company


HEARING AIDS


SOUND SYSTEMS

ACOUSTIC INSTRUMENTS

COMPONENT PARTS

knowledge in all of these fields

# DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 352]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | PRODUCTS |
|---|---|---|---|---|---|
| Doolittle Radio Inc. | Chicago 36 | 7421 S. Loomis Blvd. | Steward 2808-09-10 | C. M. Rodman | Transmitters, frequency measuring equip., antennas, antenna couplings, and concentric transmission line and fittings |
| Allen B. DuMont Laboratories Inc. | Passaic, N. J. | Passaic | Passaic 3-1616 | L. F. Cramer | Cathode-ray oscillographs and modulation monitors, cathode-ray tubes |
| Eitel-McCullough Inc. | San Bruno, Cal. | San Bruno | San Bruno 4000 | H. B. Becker | Transmitting tubes, condensers, rectifiers |
| Electro-Voice Mfg. Co. Inc. | South Bend 24, Ind. | 1239 South Bend Ave. | 2-1431 | A. R. Kahn | Microphones |
| Epiphone Inc. | New York 11 | 142 West 14th St. | Chelsea 2-4408 | O. A. Stathopoulo | Microphones |
| Evanston Sound Proof Door | Evanston, Ill. | 1127 Hinman Ave. | University 2758 | W. W. Lloyd | Sound proof doors |
| Fairchild Aviation Corp. | New York 18 | 475 10th Ave. | Longacre 3-1255 | C. V. Kettering | Sound recorders, amplifiers, transcription tables, pickups |
| Farnsworth Television & Radio Corp. | Fort Wayne, Ind. | 3700 E. Pontiac St. | Anthony 5301 | Ernest H. Vogel | Television transmitters, AM, FM and television sets |
| Federal Recorder Co. Inc. | Chicago 5 | 630 So. Wabash Ave. | Harrison 8330 | Ralph Rubenstein | Recorders, discs, needles |
| Federal Telephone & Radio Corp. (Subsidiary of International Telephone & Telegraph Co.) | Newark 4, N. J. | 200 Mt. Pleasant Ave. | Humboldt 2-7000 | T. Douglas | Transmitting tubes, rectifier tubes, water jackets, air cooling fins, transmitters, phasing and coupling equipment, field intensity meters |
| Ferranti Electric Inc. | New York 20 | 30 Rockefeller Plaza | Circle 7-0912 | W. R. Spittal | Audio and power transformers for transmitting equipment, chokes, filters, reactors |
| Gates Radio & Supply Co. | Quincy, Ill. | 220 Hampshire St. | 522 | Parker S. Gates | Transmitters, speech equipment, turntables, recording equipment, microphones, allied equipment for broadcast field |
| General Electric Co. | Schenectady 5, N. Y.<br>Atlanta, Ga.<br>Boston 1<br>Chicago<br>Cleveland 4<br>Dallas 2<br>Denver 1<br>Los Angeles 54<br>New York 22<br>Philadelphia 42<br>Portland 7, Ore.<br>San Francisco 6<br>Washington 5, D. C. | 1 River Road<br>187 Spring St., N. W.<br>140 Federal St.<br>840 S. Canal St.<br>4966 Woodland Ave.<br>1801 N. Lamar St.<br>650 Seventeenth St.<br>212 N. Vignes St.<br>570 Lexington Ave.<br>1405 Locust St.<br>920 S. W. Sixth St.<br>235 Montgomery St.<br>806 15th St., N. W. | Schenectady 4-2211<br>Walnut-9796<br>Hubbard 1800<br>Wabash 5611<br>Endicott 4464<br>LD-987<br>Keystone 7171<br>Madison 7381<br>Wickersham 2-1311<br>Pennypacker 9000<br>Atwater 0281<br>Douglass 3740<br>Metropolitan 3600 | Dr. W. R. G. Baker<br>E. T. Austin<br>S. H. Magruder<br>G. S. Peterson<br>E. G. Abbott<br>F. C. Neal<br>F. M. Orsborn<br>P. G. Caldwell<br>D. W. May<br>N. L. Whitecotton<br>L. R. Elder<br>W. M. Boland<br>T. B. Jacocks | Complete amplitude modulation, frequency modulation and television broadcasting equipment including transmitters, S-T relay transmitters, S-T relay receivers, antennas, FM Monitors and high-fidelity monitoring loudspeakers, studio and control room equipment and oscilloscopes. Transmitting tubes, quartz crystals for every purpose, square-wave generators and measuring apparatus |
| General Radio Co. | Cambridge 39, Mass. | 30 State St. | Trowbridge 4400 | A. E. Thiessen | Broadcast frequency monitors, modulation monitors, radio-frequency bridges, sound measuring equipment, audio-frequency oscillators, volume controls, variacs, FM monitors, distortion meters |
| Gould-Moody Co. | New York 13 | 395 Broadway | Canal 6-3446 | Sidney S. Gould | Recording blanks, recoating used aluminum discs, recording and transcription styli |
| Graybar Electric Co. Inc. | New York 17<br>Atlanta 1<br>Boston 16<br>Chicago 7<br>Cincinnati 2<br>Cleveland 14<br>Dallas 2<br>Detroit 1<br>Jacksonville 1, Fla.<br>Kansas City 8, Mo.<br>Los Angeles 12<br>Minneapolis 15<br>New York 14<br>Philadelphia 7<br>Pittsburgh 22<br>Richmond 19<br>San Francisco 1<br>Seattle 4<br>St. Louis 3 | 420 Lexington Ave.<br>167 Walnut St., N. W.<br>287 Columbus Ave.<br>500 South Clinton St.<br>310 Elm St.<br>1010 Rockwell Ave.<br>Austin & Wood Sts.<br>55 W. Canfield Ave.<br>12th and Main Sts.<br>1644 Baltimore Ave.<br>201 Santa Fe Ave.<br>824 So. 4th St.<br>180 Varick St.<br>910 Cherry St.<br>37 Water St.<br>6th & Cary Sts.<br>9th & Howard Sts.<br>King & Occidental Sts.<br>2642 Washington Ave. | Mohawk 4-4000<br>Jackson 2261<br>Kenmore 4567<br>Webster 2800<br>Main 0600<br>Cherry 1360<br>Central 6454<br>Columbia 5500<br>Jacksonville 5-6785<br>Grand 0324<br>Trinity 3321<br>Main 1188<br>Walker 5-8000<br>Walnut 5405<br>Court 4000<br>Richmond 2-2833<br>Market 5131<br>Main 4635<br>Newstead 4700 | D. B. McKey<br>W. A. Northington<br>J. P. Lynch<br>H. Fritz<br>A. W. Hallett<br>R. M. Sauppe<br>V. C. Young<br>K. S. Deichman<br>L. G. Fields<br>R. W. Caldwell<br>S. W. Scott<br>W. D. Anthony<br>J. W. LaMarque<br>W. W. Ponsford<br>R. F. Grossett<br>L. E. Walker<br>W. H. Johnson<br>C. A. Martin<br>H. H. Harris | Transmitters, vertical radiators, speech imput equipment, microphones, tubes, frequency monitors, amplifiers, rectifiers, meters, resistances, transformers, motor generators and associated apparatus; antenna control equipment, phase monitors, police radio equipment, marine radio telephone |
| Hallicrafters Co. | Chicago 16 | 2611 S. Indiana | Calumet 1600 | W. J. Halligan | Receivers |
| Hammarlund Mfg. Co. Inc. | New York | 460 West 34th St. | Longacre 5-1300 | Lloyd A. Hammarlund | Receivers; transmitters; variable condensers |
| Hardwick, Hindle, Inc. | Newark 5, N. J. | 40 Hermon St. | Market 2-8200 | A. H. Hardwick | Resistors and rheostats |
| Harris Mfg. Co. | Los Angeles 5 | 2422 W. 7th St. | Fitzroy 6026 | J. H. Harry | Playback needles, acetate recording banks |
| Hartenstine-Zane Co. Inc. | New York 7 | 225 Broadway | Barclay 7-8390 | Charles J. Hartenstine | Complete installation of antenna system including foundations, towers furnished and erected, painted, lighted. Ground systems |
| Harvey-Wells Communications Inc. | Southbridge, Mass. | North St. | Southbridge 1940 | Richard A. Mahler | Transmitting and receiving equipment; rectifier and power supply equipment; audio amplifiers; special electronic devices; quartz crystals |
| Heintz & Kaufman Ltd. | S. San Francisco, Cal. | S. San Francisco | Delaware 3700 | Jack Kaufman | Transmitting tubes |
| Hipower Crystal Co. | Chicago 47 | 2035 W. Charleston St. | Armitage 0654 | Frank Lazarik<br>R. W. Groth | Crystals |
| Hollister Crystal Co. | Boulder, Col. | 1617 Pearl St. | 1720 | Herb Hollister | Quartz oscillators |
| Industrial and Commercial Electronics | Belmont, Cal. | Belmont | Belmont 664 | Ralph Shermund | War electronic equipment |
| Isolantite Inc. | Belleville, N. J. | 343 Cortlandt St. | Belleville 2-4600 | Howard L. Quick | High frequency radio insulators, coaxial transmission line and accessory equipment, special antenna equipment |
| Johns-Manville Sales Corp. | New York | 22 E. 40th St. | Lexington 2-7600 | H. R. Berlin | Accoustic materials, sound insolation construction, insulation roofing, noise quieting treatment, asphalt tile flooring |
| E. F. Johnson Co. | Waseca, Minn. | Waseca | 990 | Lloyd W. Olander | Directional antenna phasing and coupling equipment, tower lighting filters and chokes, gas-filled and air condensers, inductors and RF chokes, coaxial lines and open wire transmission line supports, RF contactors and switches, insulators, tube sockets, high frequency antennas |

(Continued on Page 360)

# GATES *has what it takes*

ON THE GROUND...

IN THE AIR...

OUT AT SEA...

## *to give Greater Service Tomorrow*

Producing transmitters, tuning and control units, amplifiers and remote equipment for the Army and Navy is Gates' present responsibility to the war effort. When Victory comes, Gates' expanded facilities and engineering experience will be applied to your equipment needs . . . in the form of transmitter and studio equipment produced at lower cost, with greater performance and lower maintenance expense. In the meantime, our engineering staff is ready to assist and advise on the maintenance of your equipment—whether you are Gates-equipped, or not.

**GATES**
**RADIO AND SUPPLY CO.**
Manufacturing Engineers Since 1922
**QUINCY. ILL. U.S.A.**

**BUY MORE WAR BONDS**

# "Give Us Tubes That Last Longer"... Is The Cry

# AND RCA ENGINEERS

**RCA**

**872-A / 872**

Half-Wave Mercury Vapor Rectifier

$7.50

872-A
872
RCA

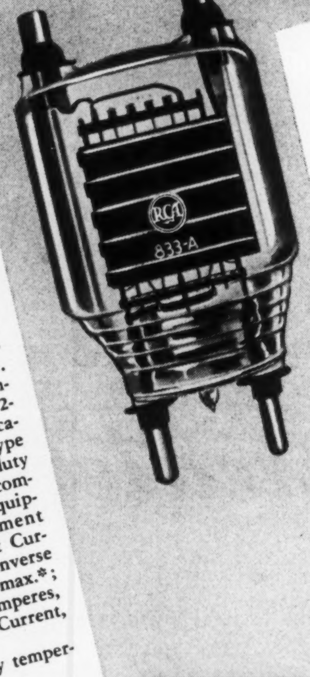
Replacing the 872 and 872-A, this new tube gives you better results for less money. A special alloy for the cathode base yields increased emission with lower tube drop, enables the tube to withstand larger surge currents without injury to cathode coating. And thermal efficiency has been greatly increased. Net result: better performance, longer life. (Note: RCA 8008 is a companion tube similar to type 872-A/872. The electrical specifications of each are identical. Type 8008 is equipped with heavy duty base and is particularly recommended for use in new equipment.) RATINGS: Filament Voltage, 5 volts; Filament Current, 7.5 amperes; Peak Inverse Voltage, 10,000 volts, max.*; Peak Plate Current, 5 amperes, max.; Average Plate Current, 1.25 amperes, max. *For condensed-mercury temperature of 20-60° C.

**RCA**

**833-A**

Transmitting Triode

$76.50



An outstanding feature of this high-power air-cooled triode is its famous RCA zirconium-coated anode, permitting 44% more input and 33% more plate dissipation under CCS conditions than were possible with its predecessor, the 833. Designed for use as an r-f amplifier, class B modulator, and oscillator. This is one of RCA's most powerful glass-type triodes. Built for long life. RATINGS: Filament Voltage, 10 volts; Filament Current, 10 amperes; Amplification factor, 35; D-C Plate Voltage, 4,000 volts, max.*; Plate Current, 500 milliamperes, max. Plate Dissipation, 400 watts, max.* *CCS rating with forced-air cooling for Class C telegraph service.

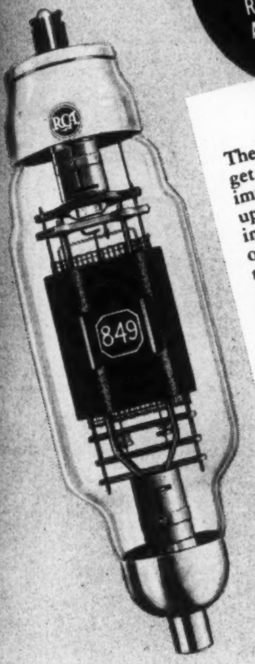
ASK ABOUT...
RCA INDUSTRIAL MUSIC SERVICE

## ASK FOR THIS BOOK

"TIPS ON MAKING TRANSMITTING TUBES LAST LONGER." Helps you get maximum life from your old tubes. Ask for copy. Address: Radio Corporation of America, Commercial Engineering Section, 541 South 5th St., Harrison, New Jersey.

# RS ARE DOING IT!

BUY WAR BONDS



RCA

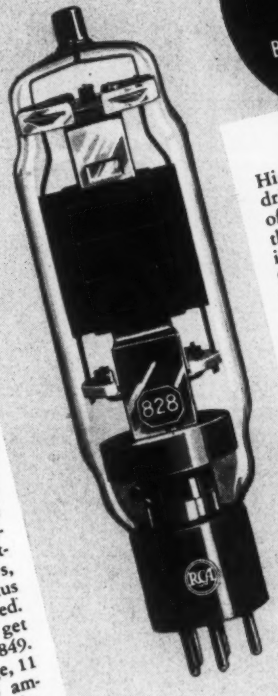
849

R-F and A-F Power Amplifier, Oscillator, Modulator

$120

The real value that tube users get from many tube engineering improvements largely depends upon the manner in which the improvements are utilized in the overall designs. For example, the famous RCA zirconium-coated anode, used in the RCA-849, could have been applied primarily to the purpose of giving this tube a greatly increased rating. Or it could be utilized as RCA has done — to produce a tube which, operated at a conservative rating, would yield a very considerable increase in the operating life of the tube. In these days, dependable performance, plus long tube life, is most needed. And that is exactly what you get with the long-service RCA-849. RATINGS: Filament Voltage, 11 volts; Filament Current, 5 amperes; Plate Voltage, 2,500 volts, max.*; Plate Dissipation, 400 watts, max.*

*For Class C telegraph service.



RCA

828

Beam Power Amplifier

$17.50

High output with extremely low driving power is the big feature of RCA-828. And in addition, this tube needs no neutralizing in well-shielded circuits. In ICAS Class C telegraph service, the 828 will *deliver* 200 watts with only 2.2 watts driving power! Conservatively operated at CCS ratings, the RCA-828 provides high safety factor and long life. Its high power-sensitivity saves vital materials by eliminating intermediate amplifier stages. Maximum frequency—30 mc at full rating; 75 mc at reduced rating. RATINGS: Filament Voltage, 10 volts; Filament Current, 3.25 amperes; plate voltage, 1,250 volts, max.*; Screen Voltage, 400 volts, max.*; Plate Dissipation, 70 watts, max.*

*CCS rating for Class C telegraph service.

HOW TO REDUCE TUBE REPLACEMENTS

*first...*

**Choose the Right Tube**

*second...*

**Treat Your Tubes Right**

The Magic Brain of All Electronic Equipment Is a Tube and the Fountain-Head of Modern Tube Development Is RCA

RCA

TUNE IN "WHAT'S NEW?" RCA's great new show, Saturday nights, 7 to 8, E. W. T. Blue Network

RADIO CORPORATION
OF AMERICA

# DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 356]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | PRODUCTS |
|---|---|---|---|---|---|
| Kenyon Transformer Co. Inc. | New York 59 | 840 Barry St. | Dayton 9-0100 | Richard B. Shimer | Transformers, studio to power |
| Lapp Insulator Co. Inc. | Le Roy, N. Y. | Le Roy | 385 | Brent Mills | Tower and mast footing and guy insulators, pipe mast insulators, vertical radiator insulators, porcelain water coils and pipe, entrance insulators, stand-off and transmission line insulators, special radio insulators, high pressure gas-filled condensers |
| Lehigh Structural Steel Co. | New York 4 | 17 Battery Place | Whitehall 4-1424 | J. F. Neary | Vertical radiators, radio towers |
| Lektra Laboratories Inc. | New York 3 | 30 East 10th St. | Algonquin 4-0230 | B. Eisenberg | Dynamic microphones, inter-communicating systems |
| Lifetime Sound Equipment Co. | Toledo 1, O. | 1103 Adams St. | Main 5643 | Wm. H. Manoff | Microphones, microphone stands, speaker units, baffles |
| John E. Lingo & Son Inc. | Camden, N. J. | 28th St. & Buren Ave. | Camden 0487 | J. E. Lingo | Tubular steel vertical radiators, turnstile antennas (for FM and television), ultra high frequency antennas, portable vertical radiators (dural for emergency uses), UHF antenna support poles |
| Lowell Needle Co. Inc. | Putnam, Conn. | 1 Wildore St. | 186 | Elliott D. Dean | Needles |
| Miles Reproducer Co. Inc. | New York 3 | 812 Broadway | Gramercy 5-9466 | J. M. Kuhlik | Sound on film recorders and reproducers |
| Mirror Record Corp. | New York 10 | 53 West 25th St. | Chelsea 3-2222 | P. K. Trautwein | Blank discs, recording accessories |
| National Battery Co. | St. Paul 1, Minn. | E. 1201 1st Nat. Bank Bldg. | Cedar 7471 | G. W. Mixon | Storage batteries |
| Ohmite Mfg. Co. | Chicago 44 | 4835 Flournoy St. | Austin 1070 | Roy S. Laird | Rheostats, resistors, tap switches |
| Pacific Sound Equipment Co. | Hollywood 28 | 1534 Cahuenga Blvd. | Hempstead 5141 | William L. Maas | Portable record and transcription playback equipment. Portable public address equipment |
| Par-Metal Products Corp. | Long Island City, N. Y. | 32-62 49th St. | Astoria 8-8905 | A. A. Parmet | Steel relay racks, cabinets, panels, chassis and accessories for transmitters and audio equipment |
| Permo Inc. | Chicago 26 | 6415 Ravenswood Ave. | Briargate 2420 | E. C. Steffens | Needles |
| Phonograph Needle Mfg. Co. Inc. | Providence 5, R. I. | 42-46 Dudley St. | Dexter 5952 | J. H. Moody | Needles |
| Poinsettia Inc. | Pitman, N. J. | 100 Cedar St. | Pitman 511 | F. Warner | Phonograph record manufacturing equipment |
| Precision Piezo Service | Baton Rouge, La. | 427 Mayflower St. | 5359 | C. E. Pearce | Crystals and holders, quartz crystals |
| Premier Crystal Laboratories Inc. | New York 7 | 63 Park Row | Beekman 3-2824 | Arthur A. Glass | Crystals, crystal holders, frequency meters, reactance meters, dials, temperature controlled crystals oscillators, pilot light indicators, temperature ovens |
| Press Wireless Inc. | Chicago<br>New York | 435 No. Michigan Ave.<br>1475 Broadway | Superior 8688<br>Bryant 9-5030 | E. G. Fraim<br>Ray de Pasquale | High-power transmitters, and radio receivers |
| Presto Recording Corp. | New York 19<br>Detroit<br>Philadelphia, Pa.<br>Belmont, Mass.<br>Kansas City, Mo.<br>Minneapolis<br>Cleveland<br>Chicago<br>Silver Spring, Md.<br>Los Angeles<br>Seattle<br>Dallas<br>Rochester, N. Y.<br>Denver<br>Montreal, Que.<br>New York | 242 W. 55th St.<br>18288 Appoline Ave.<br>140 S. Juniper St.<br>350 Lake St.<br>302 Reliance Bldg.<br>88 S. Tenth St.<br>1836 Euclid Ave.<br>600 S. Michigan Ave.<br>...............<br>5334 Hollywood Blvd.<br>104 Battery St.<br>P. O. Box 1805<br>76 Brookwood Rd.<br>507 Fourteenth St.<br>702 Dominion Sq. Bldg.<br>25 Warren St. | Circle 5-7760<br>University 1-0180<br>Pennypacker 0542<br>Belmont 4510<br>Victor 4631<br>Atlantic 4216<br>Maine 1565<br>Harrison 4240<br>Shepherd 4003<br>Hillside 9133<br>Sen. 2560<br>Dallas 37093<br>Cul. 5548<br>Ch. 4277<br>Mar. 6368<br>Barclay 7-5513 | Ralph C. Powell<br>Art Adams<br>Al Batis<br>Henry M. Lane<br>C. E. Terry<br>E. H. Van Krevelan<br>Ernest P. Scott<br>Leroy W. Beier<br>M. F. Taylor<br>Norman B. Neely<br>L. D. Marsh<br>J. Earl Smith<br>Geo. S. Driscoll<br>R. C. Mulnix<br>Walter P. Downs<br>M. Simmons | Instantaneous sound recording equipment, blank discs, cutting and playing needles, transcription turntables |
| Radiad Service | Chicago 14 | 720 West Schubert Ave. | Buckingham 4800 | Edward L. Foertsch | Recorders |
| Radio City Products Co. Inc. | New York 1 | 127 West 26th St. | Wisconsin 7-0486 | Milton Reiner | Electrical and radio testing instruments. Combination multitesters, tube testers, vacuum tube volt meters, square wave generators, oscilloscopes |
| Radio Corporation of America (RCA Victor Division) | Camden, N. J.<br>New York 16<br>Chicago 11<br>San Francisco 3 | Front & Cooper Sts.<br>411 Fifth Ave.<br>444 N. Lake Shore Drive<br>170 Ninth St. | Camden 8000<br>Ashland 4-7605<br>Whithall 4600<br>Hemlock 8300 | C. M. Lewis<br>B. Adler<br>A. R. Hopkins<br>C. A. Lahar | Transmitters, tubes, microphones, speech imput equipment and associated apparatus, field intensity meters, frequency monitors, modulation monitors, heat frequency oscillators cathode ray oscillographs, mica condensers, faradon condensers, transcription turntables, laboratory and test equipment, television, facsimile equipment, antenna phasing equipment |
| RCA Victor Co. Ltd. | Montreal, Que.<br>Vancouver, B. C.<br>Calgary, Alta.<br>Winnipeg, Man.<br><br>Toronto, Ont.<br>Halifax, N. S. | 1001 Lenoir St.<br>1206 Homer St.<br>523 Eight Av.<br>168 Maine St.<br><br>36 Breadalbane St.<br>99 Brunswick St. | Wellington 3671<br>Marine 4241<br>Maine 4476<br>97201<br><br>Midway 8454<br>Bishop 6187 | J. L. McMurray<br>Charles Gordon<br>F. T. Myles<br>E. P. Burns<br>K. G. Chisholm<br>F. A. Boyle<br>C. C. Bowers | Transmitters, transmitter accessories, transcription turntable equipment, microphone accessories, monitoring and test equipment, transmitting tubes, speech imput equipment, acetate recording blanks, amplifier equipment, recording equipment, microphones, faradon condensers, facsimile equipment, television equipment |
| Radio Engineering Laboratories Inc. | Long Island City, N. Y. | 35-54 36th St. | Ravenswood 8-2340 | Charles M. Srebroff | FM broadcast transmitters |
| Radiotone Inc. | Los Angeles 46 | 7356 Melrose Ave. | York 7204 | William H. Snow | Recording machines, blank discs |
| Rangertone Inc. | Newark 4, N. J. | 73 Winthrop St. | Humboldt 2-0123 | Wilfrid P. Riggs | Needles |
| The Rauland Corp. | Chicago 41 | 4245 North Knox Ave. | Mulberry 5000 | R. M. Gray | Pre-amplifiers, monitoring amplifiers, inter-communication systems, microphones |
| The Recordit Co. | St. Louis 3 | 315 North Seventh St. | Garfield 5636 | A. E. Gross | Recording blanks, needles, accessories parts, recorders |
| Recoton Corp. | Long Island City, N. Y. | 21-10 49th Ave. | Ironside 6-2340 | Edward M. Bieber | Needles |

(Continued on Page 362)

# Cutting Another Record is the biggest job of our lifetime

WALTER FRAME

Not in all Presto history have we ever produced so much of such importance . . .

As leading manufacturers of sound recording equipment, Presto has been an ever-increasing source of highly important electronic equipment for military uses.

Our facilities have been expanded—our knowledge and experience greatly broadened—our manufacturing and technical know-how daily widened.

The result will be evident in Presto post-war production and products. In the interim we are all set to cut another record in 1944—to make it an even greater year in Presto production for victory!

* * *

P.S. Invest in invasion in 1944! Not all can fight, but we all can work, sweat and save for our future. Use every dollar and dime you can spare to back the attack with War Bonds.

**Presto Recording Corporation**

NEW YORK 19, N. Y., U. S. A.

*World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs*

# DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 360]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | PRODUCTS |
|---|---|---|---|---|---|
| Charles E. Schuler Engineering Co. | Newark, Ohio | 109 Cambria St. | 4319 | Charles E. Schuler | Transmitting antenna towers |
| Scientific Radio Service | University Park, Md. | 4301 Sheridan St. | Hyattsville 0535 | H. D. Eisenhauer | Piezo Electric Crystals |
| Shure Brothers | Chicago 10<br>Los Angeles 15<br>New York 6 | 225 West Huron St.<br>908 Venice Blvd.<br>136 Liberty St. | Delaware 4550<br>Richmond 6363<br>Worth 2-6550 | J. A. Berman<br>W. Bert Knight<br>F. Edwin Schmitt | Microphones, record cutters, microphone stands and accessories |
| Sound Apparatus Co. | New York 19 | 150 West 46th St. | Bryant 9-8776 | Arthur W. Niemann | Automatic high speed power level recorders, automatic frequency response recorders |
| The Sound Scriber Corp. | New Haven 11, Conn. | 82 Audubon St. | 7-4249 | Herbert G. Froever | Sound recording and reproducing equipment |
| Speak-O-Phone Recording & Equipment Co. | New York | 23 W. 60th St. | Columbus 5-1350 | C. A. Austin | Transcription reproducers, broadcast recorders |
| The Starr Piano Co. | Los Angeles 15<br>New York<br>Richmond, Ind. | 1344 So. Flower St.<br>67 W. 44th St.<br>.............. | Prospect 2035<br>Murray Hill 2-3376<br>1117 | R. G. Martin<br>Chas. Michelson<br>Ryland Jones | Sound effect records |
| Speedy-Q-Sound Effects | Los Angeles | 1344 So. Flower St. | Prospect 2035 | Philip Johnson | Sound effect records |
| Stromberg-Carlson Co. | Rochester 3 | 100 Carlson Road | Culver 260 | Lloyd L. Spencer | War manufacturing |
| Sun Radio Co. | New York 7 | 212 Fulton St. | Barclay 7-1840 | Samuel Schwartz | Radio parts and electronic equipment |
| Swan Engineering Co. Inc. | Newark 5, N. J. | 410 Frelinghuysen Ave. | Bigelow 8-2020 | George Swan | All types of bent and fabricated pipe, tubing incidental to part of the apparatus used in broadcasting stations |
| Thordarson Electric Mfg. Co. | Chicago 10 | 500 West Huron St. | Whitehall 6444 | C. W. Hahne | Transformers, audio transformers, power transformers, reactors, filters, automatic voltage regulators, amplifiers |
| Tower Sales & Erecting Co. | Portland 13, Ore. | 6100 N. E. Columbia Blvd. | Trinity 7303 | C. H. Fisher | Vertical radiator installation, including piers, steel erection, ground system, lighting and painting |
| Transmitter Equipment Mfg. Co. Inc. | New York 14<br>Chicago<br>Long Beach, Cal. | 345 Hudson St.<br>154 E. Erie St.<br>4214 Country Club Drive | Walker 5-6382-3<br>Superior 1622<br>Long Beach 434-59 | Morton B. Kahn<br>Edward R. Peel<br>Don C. Wallace | Transmitters, mobile broadcast units, master console speech amplifiers, line equalizers, volume level indicators, mixers, program and audition amplifiers, portable remote amplifiers, antenna tuning units |
| Triplett Electrical Instrument Co. | Bluffton, Ohio | Harmon Road | 323-W | N. A. Triplett | Test equipment |
| Truscon Steel Co. | Youngstown 1, Ohio | Albert St. | 32171 | Geo. F. Bateson | Self supporting vertical radiators, uniform cross-section guyed masts, copper mesh ground screens |
| The Turner Co. | Cedar Rapids, Iowa | 909 17th St., N. E. | .......... | Wm. J. Nezerka | Microphones |
| United Electronics Co. | Newark 2, N. J. | 42 Spring St. | Humboldt 2-0576 | C. A. Rice | Transmitting tubes, rectifiers |
| United Transformer Co. | New York 13 | 150 Varick St. | Walker 5-4850 | S. L. Baraf | Transformers, reactors, voltage regulators, filters, equalizers, rectifiers |
| Universal Microphone Co. Ltd. | Inglewood, Cal.<br>New York 11<br>Chicago 11<br>Seattle | 424 Warren Lane<br>259 W. 14th St.<br>540 No. Michigan Ave.<br>2321 Second Ave. | Oregon 8-2148<br>Chelsea 27330<br>Delaware 1561<br>Main 8811 | James L. Foueh<br>H. F. Smith<br>L. G. Cushing<br>James J. Backer | Microphones |
| Universal Motor Co. | Oshkosh, Wis. | 186 Harrison St. | Oshkosh 613 | C. J. Gaffney | Emergency light and power plants |
| Western Electric Co. **(See Graybar Electric Co.)** | | | | | |
| Westinghouse Electric & Mfg. Co. | Baltimore 3, Md. | 2519 Wilkins Ave. | Edmonson 2300 | Walter Evans | Amplitude and frequency modulated transmitters, custom built studio equipment, transmitting tubes, antenna phasing and tuning equipment, instruments, meters, relays, studio and tower lighting equipment, transformers, transmitting capacitors, circuit breakers, power entrance equipment, switches and indicating lights |
| Weston Electrical Instrument Corp. | Newark, N. J. | 614 Frelinghuysen Ave. | Bigelow 3-4700 | V. E. Jenkins | All types of electrical measuring instruments |
| Wincharger Corp. | Sioux City, Iowa | E. 7th & Division Sts. | 8-6513 | M. M. Lasensky | Radio Towers (guyed) lighting equipment, anchors, erection, ground systems. |

SINCE 1933

FREQUENCY MEASUREMENTS

*Quick Reports by Phone, Wire or Air Mail*

Commercial Radio Equipment Co.

WESTERN STATIONS USE
OUR HOLLYWOOD SERVICE
1584 Cross Roads of the World,
Hollywood 28, California
Phone: Hillside 9008

ALL OTHER STATIONS USE
OUR CENTRAL K.C. SERVICE
321 East Gregory Blvd.
Kansas City 5, Mo.
Phone: Jackson 5302

(See Full Page Ad—Page 373)

AGAIN
IN 1943 . . .

ACHIEVEMENT

World's Tallest
UNIFORM CROSS-SECTION
Radio Tower!

750 feet straight up into the air . . . a record for height in uniform cross-section . . . that's the job built by Truscon for WGN, the Chicago Tribune station!

And for 1942 . . . Truscon has started fabrication of two greater "highs" . . . the WKY tower, 910 feet above ground, at Oklahoma City . . . and the WNAX tower, 927 feet above ground, at Yankton, S. D.

Truscon engineering skill and fabricating facilities are responsible for the superior performance record of hundreds of guyed and self-supporting Truscon Radio Towers.

Truscon Radio Towers can be depended upon to remain *in* the air and *on* the air. TRUSCON STEEL COMPANY, Youngstown, Ohio. 56 Sales-Engineering Offices—27 Warehouses. Subsidiary of Republic Steel Corporation.

TRUSCON Self-Supporting or Guyed TOWERS

## TRUSCON BUILT THE

# World's Tallest

## UNIFORM CROSS-SECTION

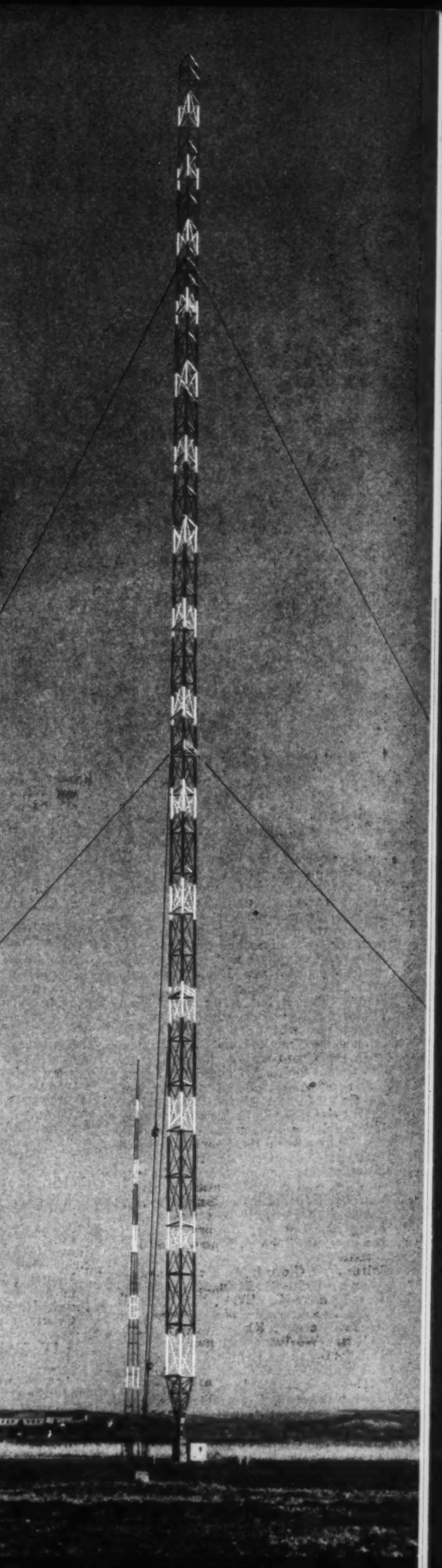
# Radio Tower!

In 1942 Truscon announced the 750 foot WGN tower for the Chicago Tribune, as described in the Broadcasting Year Book advertisement shown above. This job set a world's record for height in uniform cross-section.

In 1943 Truscon erected the 910 foot tower for WKY at Oklahoma City, and the 927 foot tower for WNAX at Yankton, S. D. . . . illustrated here . . . and again established new world's records for heights in uniform cross-section towers.

Radio tower construction is restricted for the duration. But Truscon continues its engineering developments, and when the war is over, will again be ready to furnish towers to meet the new demands of the radio industry.

**TRUSCON STEEL COMPANY, Youngstown 1, Ohio**
*Subsidiary of Republic Steel Corporation*



927-foot Truscon Tower, WNAX, Yankton, S. D.

# TRUSCON *Self-Supporting or Guyed* TOWERS

# Board of War Communications

(Formerly the Defense Communications Board; name changed by Executive Order of President Roosevelt, June 15, 1942)

**(For Executive Orders and full Committee Memberships see 1943 Yearbook)**

*Creation and Authority:* The Defense Communications Board (now Board of War Communications) was created by Executive Order of the President on Sept. 24, 1940 under authority of the Communications Act of 1934 (48 Stat. 1064), as amended.

### MEMBERS

James Lawrence Fly, Chairman, FCC, *chairman.*
Maj. Gen. Harry C. Ingles, Chief Signal Officer, U. S. Army.
Rear Admiral Joseph R. Redman, Director of Naval Communications.
Breckinridge Long, Assistant Secretary of State
Herbert E. Gaston, Assistant Secretary of the Treasury, *secretary.*
Capt. E. M. Webster, Coast Guard, *Assistant Secretary.*

### ALTERNATES

E. K. Jett, FCC.
Brig. Gen. Frank E. Stoner, Chief, Army Communications Branch
Capt. John V. Murphy, Deputy Director of Naval Communications
Francis C. deWolf, Division of International Communications, State Dept.
Capt. E. M. Webster, Coast Guard.

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### Coordinating Committee

The duties of the Coordinating Committee include assistance to the Board in planning and coordinating work. It will maintain liaison with the Law Committee, Labor Advisory Committee, and Industry Advisory Committee, for the purposes of advice and consultation and will supervise the work of the other committees, which will report directly to it. Members:

E. K. Jett, FCC, *chairman.*
Francis C. deWolf, State Dept.
Col. Wesley T. Guest, War Dept.
Comdr. Franz O. Willenbucher, Navy Dept.
Capt. E. M. Webster, Coast Guard.

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### Law Committee

The duties of the Law Committee include the furnishing of legal opinions and advice and the drafting of final reports and recommendations, proposed Executive Orders, proclamations, and legislation. The Law Committee will report directly to the Board but will have liaison, for purposes of advice and consultation, with the Coordinating Committee, and, as may be necessary, with other committees. Members:

Charles R. Denny, FCC, *chairman.*
Col. Conrad E. Snow, War Dept.
Lt. Comdr. Ernest R. Feidler, Treasury Dept.
Comdr. Franz O. Willenbucher, Navy Dept.
Raymond T. Yingling, State Dept.

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### Industry Advisory Committee

The duties of the Industry Advisory Committee include the submission of expert advice to the Board on all problems of general concern to the communications companies incident to the proper carrying out of the Board's national defense mission. With the requirements of national defense as a primary consideration, the Industry Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Industry Advisory Committee will report directly to the Board but will have liaison for the purpose of advice and consultation with the Coordinating Committee and the Labor Advisory Committee.

Whenever a problem involving domestic or international broadcasting shall arise, the Chairman of the Industry Advisory Committee shall notify the Chairman of the Domestic Broadcasting Committee or International Broadcasting Committee, as the case may be, and such Domestic or International Broadcasting Committee shall designate a Delegate to act as a member of the Industry Advisory Committee on that problem. Members and alternates:

Walter S. Gifford, A. T & T., *chairman;* Keith S. McHugh, alternate.
David Sarnoff, RCA; Dr. C. B. Jolliffe, alternate and *secretary.*
Jack Kaufman, Globe Wireless Ltd.; Roger W. Bunce, alternate.
Col. Sosthenes Behn, I. T. & T.; Frank W. Phelan, All America Cables & Radio Inc., alternate.
Joseph Pierson, Press Wireless, Inc.; D. K. DeNeuf, alternate.
Tropical Radio Telegraph Co.; R. V. Howley, alternate.
R. A. Phillips, U. S. Independent Telephone Assn.; Clyde S. Bailey, alternate.
A. N. Williams, Western Union; E. R. Shute, alternate.

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### Labor Advisory Committee

The duties of the Labor Advisory Committee include the submission of expert advice to the Board on all labor problems incident to the proper carrying out of its national defense mission. With the requirements of national defense as a primary consideration, the Labor Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Labor Committee will report directly to the Board but will have liaison for the purpose of advice and consultation with the Coordinating Committee and the Industry Advisory Committee. Members and alternates:

Robert J. Watt, AFL, *chairman.* Lawson Wimberly, International Brotherhood of Electrical Workers, alternate.
Joseph A. Beirne, National Federation of Telephone Workers; John J. Moran, alternate.
Joseph P. Selly, CIO; Geraldine Shandros, American Communications Assn., alternate.

### International Broadcasting Coordinating Committee

The duties of this Committee include the study of methods of making available necessary physical equipment to provide adequate international broadcast service for psychological warfare purposes. With the requirements of the military services as a primary consideration, it shall consider the problems of manufacturing new equipment as compared with the practicability of diverting the required equipment, all or in part, from other sources and services and make such recommendations as seem desirable from the standpoint of the successful conduct of the war.

Comdr. T. A. M. Craven, FCC, chairman; P. F. Siling, alternate and secretary.
Comdr. A. B. Chamberlain, Navy Dept.
James O. Weldon, OWI and CIAA.
Brig. Gen. Frank E. Stoner, War Dept.; Col. Carl H. Hatch, alternate.
Frank H. McIntosh, WPB; John R. Cruetz, alternate.

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### IV. Domestic Broadcasting Committee

The duties of this Committee include the study of the physical aspects of domestic standard broadcasting and formulation of recommendations of such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. It shall also consider other domestic broadcasting systems including relay broadcasting, high frequency (FM) broadcasting, television, facsimile broadcasting and experimental broadcasting. The Committee's work in all of these fields will include recommendations for the speedy and efficacious use in time of military emergency of all necessary domestic broadcasting facilities and communications services associated therewith, with the requirements of the national defense as a primary consideration. Members and alternates:

Neville Miller, NAB, *chairman;* Howard S. Frazier, alternate.
A. D. Ring, consulting engineer, Washington, *secretary.*
Lawson Wimberly, AFL; Maynard Marquardt, WCFL, Chicago, alternate.
G. L. Best, A. T. & T.; H. H. Carter, alternate.
Kenneth H. Berkeley, WMAL, Washington, The Blue Network; George O. Milne, alternate.
John Shepard 3d, Yankee Network, Broadcasters' Victory Council; O. L. Taylor, KGNC, Amarillo, Tex., alternate.
Earl H. Gammons, CBS Washington; Dr. Frank Stanton, New York, alternate.
Congress of Industrial Organizations
John V. L. Hogan, Faximile Inc.
George P. Adair, FCC; Rosel H. Hyde, alternate.
Finch Telecommunications, Inc.
Walter J. Damm, WTMJ, Milwaukee, FM Broadcasters Inc.; Philip G. Loucks, alternate.
Mutual Broadcasting System, Inc.
James H. Brown, National Assn. of Broadcast Engineers and Technicians; A. T. Powley, alternate.
Frank M. Russell, NBC Washington; O. B. Hanson, alternate.
John J. Moran, National Federation of Telephone Workers.
Harold A. Lafount, National Independent Broadcasters; Andrew W. Bennett, Washington, alternate.
Dr. W. R. G. Baker, General Electric Co., National Television System Committee of the Radio Manufacturers Assn. Engineering Dept.; V. M. Graham, Sylvania Electric Products, Inc., alternate.
Office of War Information.
Harvey Otterman, State Dept.
Louis Pitcher, U. S. Independent Telephone Assn.; Clyde S. Bailey, alternate.
Army Signal Corps; Col. Clay I. Hoppough, alternate.
Frank H. McIntosh, WPB; John R. Cruetz, alternate.
H. P. Corwith, Western Union; A. W. Donaldson, alternate.

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### V. Interdepartment Radio Advisory Committee

This Committee is designated under the provisions of Paragraphs 5 and 7, but without reference to Paragraph 8, of the President's Executive Order of September 24, 1940. The duties of this Committee will include making special studies and recommendations regarding frequency allocations, with the requirements of national defense as a primary consideration but giving due consideration to the needs of governmental agencies, of industry, and of other civilian activities. Members and alternates:

Comdr. T. A. M. Craven, FCC, *chairman;* P. F. Siling, alternate and secretary; L. R. Brady, asst. secretary.
E. W. Loveridge, Dept. of Agriculture; Erwin C. Wagner, alternate.
Dr. J. H. Dellinger, Dept. of Commerce (Bureau of Standards); L. H. Simson, alternate.
Stephen L. Windes, Dept. of Interior (Bureau of Mines); Howard F. Carl, alternate.
Edmund P. Coffey, Dept. of Justice; H. J. Walls, alternate.
Dept. of Labor.
D. S. Brierley, U. S. Maritime Commission; J. T. Welsh, alternate.
Lt. Comdr. Paul D. Miles, Navy Dept., *vice chairman;* Lt. W. R. Foley, USNR, alternate.
Roy M. Martin, Post Office Dept.; Charles M. Knoble, alternate.
Thomas Burke, State Dept.; F. C. deWolf, alternate.
Capt. E. M. Webster, Coast Guard, Lt. Arthur L. Budlong, alternate.
Lt. Col. A. G. Simson, War Dept.; Lt. Col. William E. Plummer, alternate.

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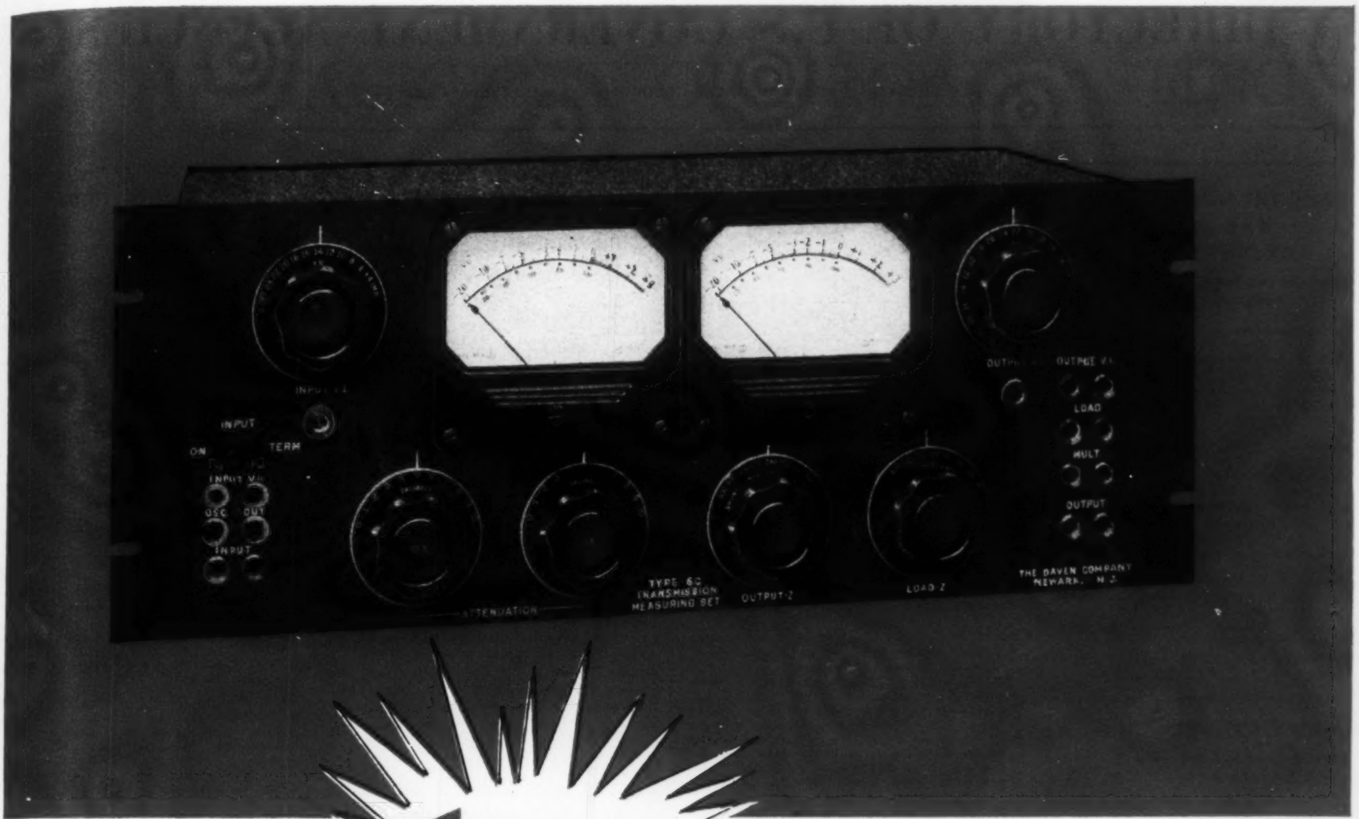
### VI. International Broadcasting Committee

The duties of this Committee include the study of all phases of international broadcasting and the formulation of recommendations concerning such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. With the requirements of national defense as a primary consideration, it shall also recommend plans for the speedy and efficacious use of all necessary international broadcasting facilities in time of military emergency giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities. Members and alternates:

Walter C. Evans, Westinghouse Electric & Mfg. Co., *chairman;* Lee B. Wailes, Westinghouse Radio Stations Inc., alternate.
P. F. Siling, FCC, *secretary;* George P. Adair, alternate.
Louis Barnett, AFL; Lawson Wimberly, International Brotherhood of Electrical Workers, alternate.
Wesley I. Dumm, Associated Broadcasters, Inc., San Francisco; Royal V. Howard, alternate.
Earl H. Gammons, CBS Washington; Edmund Chester, CBS New York, alternate.
Howard E. Way, Dept. of Commerce.
James D. Shouse, Crosley Corp., Cincinnati; R. J. Rockwell, alternate.
Robert S. Peare, General Electric Co.
Alfred J. McCosker, MBS.
Neville Miller, National Assn. of Broadcasters; Howard S. Frazier, alternate.
John F. Royal, NBC New York; Dr. Charles B. Jolliffe, RCA, alternate.
Comdr. F. O. Willenbucher, Navy Dept.; Lt. Comdr. F. C. B. Jordan, alternate.
Don Francisco, Office of the Coordinator of Inter-American Affairs; John W. G. Ogilvie, alternate.
James O. Weldon, Office of War Information.
Harvey Otterman, State Dept.
Maj. Gen. Alexander D. Surles, War Dept.
Walter S. Lemmon, World-Wide Broadcasting Corp.; Mark L. MacAdam, alternate.



# in WAR ....
# performing our greatest peacetime task

Practically any reference to precision control in wartime brings to mind the wide use of DAVEN components in military and industrial applications. And yet, even now, our components are performing their greatest peacetime role. That is, control of radio transmission—not only for the major commercial broadcasting stations in this country, but for the communications transmitters which speed messages to all parts of the earth. DAVEN equipment will assume still greater importance in the postwar world of television, sound picture production and scientific laboratory development.

For many years, DAVEN has maintained a commanding position in a field where the standards for accurate control and measurement are set at the highest levels. Engineers specify DAVEN components where absolute dependability and extreme accuracy are essential. We produce not only the most complete line of precision attenuators in the world, but such specialized equipment as output power meters, transmission measuring sets, decade resistance boxes, volume level indicators and many other types of laboratory test equipment for electrical, broadcast, sound picture and television applications. May we send you a DAVEN catalog?

**THE DAVEN COMPANY**
**191 CENTRAL AVENUE NEWARK 4, NEW JERSEY**

***BUY ANOTHER WAR BOND TODAY***

# DIRECTORY OF U.S. GOVERNMENT AGENCIES

(For Federal Communications Commission Listing See Page 439)

### DEPT. OF AGRICULTURE WAR FOOD ADMINISTRATION

**14th St. and Independence, S. W.**
**REpublic 4142**

Director of Information: Morse Salisbury.
Radio Service: chief, Wallace L. Kadderly; supervisor of programs, Maurice L. Du Mars; field supervisor of radio service, Charles A. Bond.

### OFFICE OF CENSORSHIP

**7th and Pennsylvania Ave., N. W.**
**EXecutive 3800**

Director of Censorship: Byron Price.
Broadcasting Division: Assistant Director, J. Harold Ryan; Assistants, A. Halpin, Robert K. Richards, Edward H. Bronson, Charter Heslep.
Assistant Director (Chief Cable & Radio Censor): Capt. H. K. Fenn (USN).

### DEPT. OF COMMERCE

**14th and Constitution Ave., N. W.**
**DIstrict 2200**

Division of Current Information: Chief, Clarence G. Marshall.
Bureau of Foreign & Domestic Commerce: Director, Amos E. Taylor.
Advertising Consultant: John F. Morse.
Division of Industrial Economy, Specialties Unit: Advertising Specialist, Kenneth Davis; Radio Specialist, John Shannon.
Census Bureau: Director, James C. Capt.
Bureau of Standards: Chief of Radio Section, Dr. J. H. Dellinger.

### NAVY DEPARTMENT

**18th and Constitution Ave.**
**REpublic 7400**

Office of Public Relations: Director, Capt. Leland P. Lovette.
Radio Section, Office of Public Relations: Chief, J. Harrison Hartley; Assistants: Lt. Comdr. Morgan S. Reichner, Lt. Charles E. Dillon, Lt. Marvin F. Royston, Lt. Hazel K. Markel (WR).
New York Branch, 580 Fifth Ave.: Lt. Thayer Cumings, Lt. James C. Shattuck, Lt. Armand S. Deutsch.

### OFFICE OF COORDINATOR OF INTER-AMERICAN AFFAIRS

**Dept. of Commerce Bldg.**
**14th and Pennsylvania Ave.**
**REpublic 7500**

Coordinator: Nelson A. Rockefeller.
Radio Division, Department of Information: Director, Don Francisco; Associate Director, John W. G. Ogilvie; Assistant Director, Walter C. Krause; Program Content, Russel Pierce.

### OFFICE OF ECONOMIC STABILIZATION

**Federal Reserve Bldg.**
**Constitution Ave.**
**REpublic 7500**

Director: Fred M. Vinson.
Assistant to the Director: Paul A. Porter.

### OFFICE OF WAR MOBILIZATION

**East Wing, White House**
**NAtional 1414**

Director: James F. Byrnes.
Special Assistant: Walter Brown.
Administrative Officer: Cassie Connor.

### OFFICE OF WAR INFORMATION

**Social Security Bldg.**
**REpublic 7500**

Director: Elmer Davis.
Domestic Branch Director: George Healy.
News Bureau: Chief, Dowsley Clark, Radio News Editor, Park Simmons.

Radio Bureau: Chief, Philip H. Cohen; Deputy Chief, William M. Spire; Chief, Station Relations Division, John D. Hymes; Chief, Allocations Division, William F. Fairbanks; Chief, Special Assignment Division, George P. Ludlam; Copy Chief, John A. Mullen; Deputy Chief, New York, Merritt Barnum, 280 Madison avenue, Murray Hill 3-6800; Deputy Chief, Hollywood Cornwell Jackson, 623 Taft Bldg., Hempstead 3211; Deputy Chief, Chicago, Mrs. Lavinia Schwartz, 75 East Wacker Drive, Andover 5727.

Station Relations Regional Chiefs: Atlanta, Willet Kempton, 1729 Candler Bldg., Walnut 4121; Boston, Walter Hackett, 17 Court Street Lafayette 7500, ext. 205; Chicago, Mrs. Lavinia Schwartz, 75 East Wacker Drive, Andover 5727; Cleveland, Alfred H. Llewelyn, 728 Union Commerce Bldg., Cherry 7913; Dallas, David Russell, 1031 Mercantile Bank Bldg., Riverside 5711, ext. M-100; Denver, William H. Welsh Jr., 209 Kittredge Bldg., Tabor 3173; Kansas City, Jerry A. Deane, 612 Interstate Bldg., Harrison 6464; Minneapolis, Hayle S. Cavanor, 205 Midland Bank Bldg., Main 3244; New York, Harry Levin, 280 Madison Avenue, Murray Hill 3-6800; Philadelphia, Broughton Tall, 814 Stephen Girard Bldg., 21 South Twelfth Street, Rittenhouse 9420; Richmond, Walter Huffington, 19 North Seventh Street, 7-1841; San Francisco, Lou Keplinger, 1355 Market Street, Klondike 2-2300; Los Angeles, Jane Alvies, 510 Broadway Arcade Bldg.

Regional Consultants to Radio Bureau: Harold E. Fellows, WEEI Boston; Herbert Pettey, WHN New York: Leon Levy, WCAU Philadelphia; G. Richard Shafto, WIS Columbia, S. C.; James H. Moore, WSLS, Roanoke, Va.; James M. Outler Jr., WSB Atlanta; H. W. Slavick, WMC Memphis; H. K. Carpenter, WHK Cleveland; Leo Fitzpatrick, WJR Detroit; Leslie C. Johnson, WHBF Rock Island, Ill.; C. J. Lanphier, WEMP Milwaukee; Ed. R. Borroff, BLUE network, Chicago; Merle Jones, KMOX St. Louis; Kenneth M. Hance, KSTP St. Paul; Hugh Feltis, KOIL Omaha; Robert D. Enoch, KTOK Oklahoma City; Martin Campbell, WFAA WBAP Dallas; Karl O. Wyler, KTSM El Paso; John McCormack, KWKH KTBS Shreveport, La.; Robert B. Hudson, Rocky Mountain Radio Council, Denver; Frank Quinn, KOB Albuquerque, N. M.; Georgia Phillips, KIDO Boise, Idaho; Arthur Mosby, KGVO Missoula, Mont.; Arthur Westlund, KRE Berkeley, Cal.; Lawrence W. McDowell, KFOX Long Beach, Cal.; Dick Lewis, KTAR Phoenix; Sheldon Sackett, KOOS Marshfield, Ore.; Robert S. Nichols, KEVR Seattle.

Overseas Branch Director: Robert Sherwood. Bureau of Communications Facilities: Chief, James O. Weldon. Radio Program Bureau: Chief, Louis G. Cowan, New York, Circle 6-4400.

### INTERIOR DEPARTMENT

**C Sts., Between 18th and 19th St., N. W.**
**REpublic 1820**

Director of Information: Robert Horton.
Radio & Television Section: Director, Shannon Allen; Chief script writer, Louis J. Hazam; Chief engineer, Henry P. Meisinger.

### DEPARTMENT OF JUSTICE

**Dept. of Justice Bldg .**
**9th and Pennsylvania Ave.**
**REpublic 8200**

Attorney General: Francis Biddle.
Assistant Attorney General in charge of Anti-Trust Division: Wendell Berge.
Special Assistant Attorney General and chief of Litigation Section, Anti-Trust Division: Holmes Baldridge.
Director of Information: Charles Malcolmson.

### U. S. MARITIME COMMISSION

**Dept. of Commerce Bldg.**
**14th and Pennsylvania Ave.**
**EXecutive 3340**

Division of Public Relations: Director, Mark O'Dea.
Radio Section: Chief, D. Thomas Curtin; assistant chief; Robert Miller.

### NATIONAL WAR LABOR BOARD

**Labor Dept. Bldg.**
**14th and Constitution Ave.**

Chairman: William H. Davis.
Regional Chairmen: Boston, Saul Wallen, 209 Washington St.; New York, Theodore W. Kheel, 220 E. 42nd St.; Philadelphia, Sylvester Garrett, Girard Bldg.; Atlanta, M. T. Van Hecke P.P. Box 1322; Cleveland, Lewis M. Gill, Guardian Bldg.; Chicago, Robert K. Burns, 222 West Adams St.; Kansas City, Edgar L. Warren, Fidelity Bldg.; Dallas, Floyd McGown, Mercantile Bank Bldg.; Denver, Charles Graham, Paramount Bldg.; San Francisco, Thomas F. Neblett, 1355 Market St.; Detroit, Edwin E. Witte, Penobscot Bldg.; Seattle, Dr. George B. Noble, 1411 4th Ave.

### OFFICE OF PRICE ADMINISTRATION

**Second and D Sts., S. W.**
**REpublic 7500**

Deputy Administrator for Information: Walter O'Meara.
Radio Branch, Information Dept.: Eloise Daubenspeck, Helen Stearns.

### STATE DEPARTMENT

**17th St. and Pennsylvania Ave.**
**REpublic 5600**

Secretary of State: Cordell Hull.
Assistant Secretary in Charge of Communications: Breckinridge Long.
Division of International Communications: Chief, Thomas Burke.
Telecommunications Section: Francis Colt DeWolf, Joseph T. Keating, Harvey B. Otterman.
Division of Cultural Relations: Chief, Charles A. Thompson; assistant (radio), John M. Begg.
Division of Current Information: Chief, Michael J. McDermott.

### TREASURY DEPARTMENT

**15th St. and Pennsylvania Ave.**
**EXecutive 6400**

War Finance Division: National Director, Ted R. Gamble.
Radio Section: Chief, Emerson Waldman.
Staff: William S. Rainey (New York), Ruth Girard, Morton Millman, Estelle Broderick, Maurice Kafka, Kurt Jodassohn.

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**60 E. 42d St., New York 17 (Headquarters)**
**Murray Hill 2-2773**

Chairman: Chester J. La Roche.
Vice Chairman: Harold B. Thomas.
Public Relations Director: Irwin Robinson.
Office Manager: Douglas Meldrum.
Staff Managers: Guy Lemmon, Raymond Browne, Edwin Perrin, Evelyn Blewett.

**WASHINGTON OFFICE**
**1010 Vermont Ave., N. W.**
**DIstrict 9043**

General Manager: Theodore S. Repplier.
Staff Managers: Jean Flinner, Allan M. Wilson.

### WAR DEPARTMENT

**Pentagon Bldg.**
**REpublic 6700**

Bureau of Public Relations: Director, Maj. Gen. A. D. Surles.
Radio Branch, Bureau of Public Relations; Chief, Col. E. M. Kirby; Executive Officer, Maj. Jack W. Harris.
Radio Section, Morale Services Division: Officer in Charge, Lt. Col. Thomas H. A. Lewis, Los Angeles, 1421 North Western Ave.; Executive Officer, Maj William P. Mullen; Administrative Officer, Capt. Barton A. Stebbins; Program Director, Maj. Mann Holiner; Head of Technical Dept., Maj. Irving Fogel; Musical Director, Capt. Meredith Willson; Head of Broadcast Distribution, Capt. Martin Work; Head of Shortwave Dept., Capt. J. Carter Hermann; Script Editor, Capt. H. Austin Peterson; Head of Plans & Training, Maj. True Boardman; Facilities Procurement Officer, Maj. H. N. Jackson.

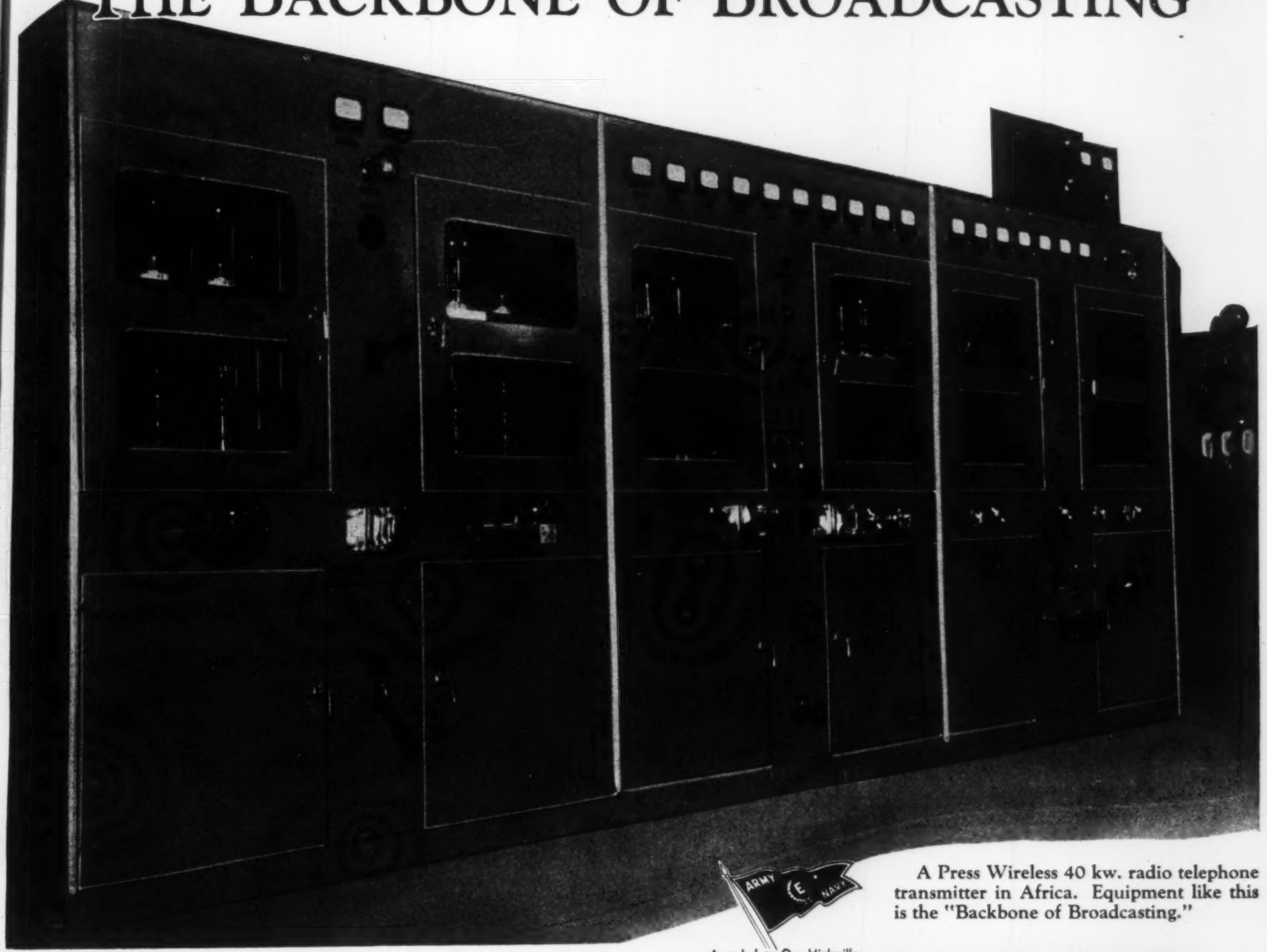
### WAR PRODUCTION BOARD

**Social Security Bldg.**
**REpublic 7500**

Radio & Radar Division: Director, Ray C. Ellis; Domestic & Foreign Branch: Chief, Frank H. McIntosh.

NEW YORK • CHICAGO • LOS ANGELES • HAVANA

# "THE BACKBONE OF BROADCASTING"



A Press Wireless 40 kw. radio telephone transmitter in Africa. Equipment like this is the "Backbone of Broadcasting."

OFFICIAL U. S. SIGNAL CORPS PHOTO

Awarded to Our Hicksville Long Island Plant for Outstanding Achievement in War Production

High power radio transmitters and other equipment designed and manufactured by Press Wireless, Inc., are in service on the fighting fronts throughout the world. They are a vital part of the "Backbone of Broadcasting" which is helping America and her allies break the Axis' back.

The international and local circuits of Press Wireless likewise have "gone to war." Press Wireless is now handling more international radio press material and more radio photos than any other communications company in the world.

Broadcasting and newscasting will play a big part in building the better world. To the constant development of these agencies, particularly the "backbone" of them, Press Wireless pledges its unremitting best efforts.

**PRESS WIRELESS, INC., IS DEVELOPING OR MANUFACTURING**

- HIGH POWER TRANSMITTERS
- DIVERSITY RECEIVERS
- AIRCRAFT AND AIRFIELD RADIO EQUIPMENT
- RADIO PRINTER SYSTEMS
- MODUPLEX UNITS "TRADE MARK"
- CHANNELING DEVICES
- RADIO PHOTO TERMINALS
- FACSIMILE MACHINES

AND OTHER TYPES OF RADIO AND COMMUNICATIONS EQUIPMENT

**PRESS WIRELESS, INC.**

*Executive Offices*
435 N. MICHIGAN AVENUE, CHICAGO

*Sales Office, Manufacturing Division*
1475 BROADWAY, NEW YORK CITY

RIO DE JANEIRO • MONTEVIDEO • BERNE • SANTIAGO DE CHILE

# Private Perkins has some private plans

He wanted to share his dream with Joe . . . but he was afraid Joe would think him soft.

Joe would laugh if he told him how he loved music . . . how some day he was going to sit for a week, just listening to music . . .

Joe wouldn't get it . . . so he kept it to himself. And when Joe asked him what he was thinking about, he said . . . "A blonde in Peoria" . . . and Joe nodded approvingly.

* * *

To people who love it . . . fine music is one of life's richest experiences.

It is to those people we wish to speak . . . for tomorrow when our war job is done, we will bring them a Stromberg-Carlson radio that will rival the concert hall itself in purity and perfection of tone.

Into this instrument will go fifty years of craftsmanship . . . the skill that made Stromberg-Carlson the leader in FM radio . . . plus many new wartime developments.

When you hear what this means in truly fine music . . . we believe you'll agree it was worth waiting for . . . worth saving for in War Bonds and Stamps.

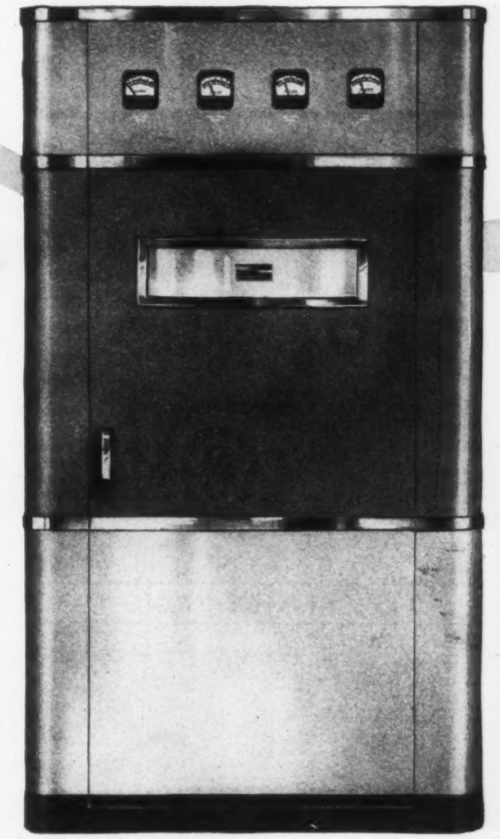
**IT WAS PEOPLE,** working for Victory, that won Stromberg-Carlson the Army-Navy "E" . . . To these men and women, and to our men in the Armed Forces, we have a responsibility. We must assure them good jobs when peace comes . . . We must plan ahead today. That is the important reason for planning fine radios for you . . . It's the important reason for all post-war planning.

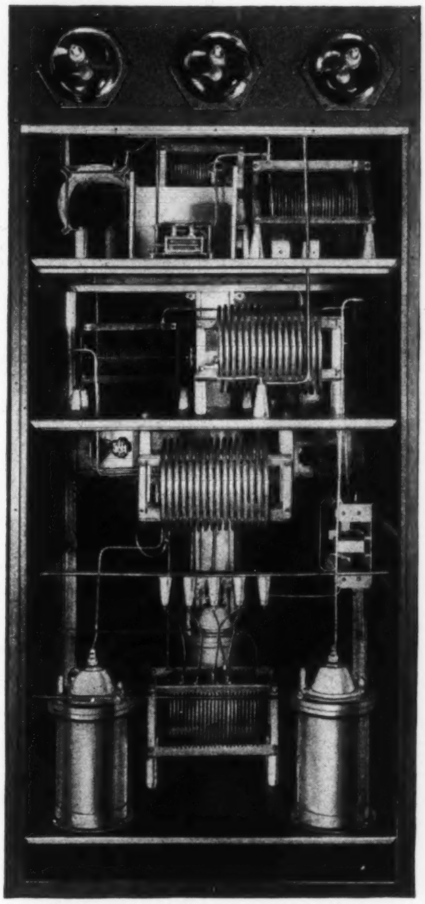
IN RADIOS, TELEPHONES, SOUND SYSTEMS... THERE IS NOTHING FINER THAN A

## STROMBERG-CARLSON

**Owners and operators of WHAM, 50,000 watts, cleared channel, and WHFM, frequency modulation station, Rochester, N. Y.**

# Broadcast Equipment





Illustrated are two of the many installations of Phasing Equipment Johnson has furnished for Broadcast Stations, built to match existing equipment. After the War Johnson Engineers will again be prepared, in cooperation with your Engineers, to design and build specialized equipment for your particular needs.

Until the last gun is fired, Johnson's facilities are being used for our Armed Forces. However, it is not too early to begin planning YOUR Post-War equipment for better market coverage. Whether it's individual parts or complete units, Johnson can offer the the best in Engineering, Design, and Production at less than you would expect to pay. Johnson Engineers are broadcast specialists from microphone to antenna. If you have a Post-War Planning problem, write for their suggestions.

*Do you have*
*the latest*
JOHNSON CATALOG?

**JOHNSON**
*a famous name in Radio*

E. F. JOHNSON COMPANY • WASECA • MINNESOTA

## RADIO PARTICIPATION IN WAR INFORMATION CAMPAIGNS—1943

### A Summary of 151 Campaigns Conducted by OWI Domestic Radio Bureau with Time and Talent Contributed by Advertisers, Networks and Stations

| OWI FACILITIES | No. of Programs | No. of War Messages Per Week | No. of War Messages Per Year | Est. "Listener-Impressions" Per Week | Est. Annual Value of Time & Talent (Net) |
|---|---|---|---|---|---|
| 1. Network Allocation Plan | 380 | 152 | 7,900 | 450,000,000 | $32,223,000 |
| Sponsored | 245 | | | | |
| Sustaining | 135 | | | | |
| 2. Special Assignment Plan | 135 | 32 | 1,600 | 80,000,000 | 10,741,000 |
| 3. National Spot & Reg. Network Allocation Plan | 144 | 42 | 1,900 | 15,000,000 | 1,433,000 |
| 4. Station Announcement Plan | (Stations)<br>891 | 62,937 | 3,503,000 | 63,000,000 | 17,065,000 |
| Network Affiliates | 567 | 35,721 | 1,988,000 | ........... | ........... |
| Independent Stations | 324 | 27,216 | 1,515,000 | ........... | ........... |
| 5. Special Events | ... | 2 | 110 | 6,000,000 | 500,000 |
| 6. Women's Radio War Program Guide | 1,000 | * | * | * | * |
| Local War Programs Other than OWI Allocations | * | * | * | * | 42,120,000 |
| TOTAL | ... | 63,165 | 3,514,510 | 614,000,000 | 103,582,000 |

* No estimate available at present.

## TYPICAL OWI RADIO CAMPAIGNS IN 1943

| Campaigns | Weeks | Programs | Station Announcements | Est. Listener Impressions | Est. Value of Time and Talent |
|---|---|---|---|---|---|
| Second War Loan | 3 | 196 | 61,749 | 768,720,000 | $1,445,837 |
| Third War Loan | 4 | 654 | 86,237 | 1,111,720,000 | 2,303,000 |
| WAVES Recruiting (5 campaigns) | 11 | 333 | 86,793 | 875,583,000 | 2,500,000 |
| Student Nurses | 6 | 206 | 40,782 | 502,230,000 | 988,000 |
| Women War Workers Needed | 6 | 178 | 18,711 | 261,300,000 | 924,000 |
| Get a War Job | 2 | 85 | * | 234,000,000 | * |
| Nutrition—Basic 7 | 3 | 133 | 6,804 | 325,450,000 | 827,591 |
| Eat More Potatoes (2 campaigns) | 6 | 71 | 19,477 | 144,700,000 | 136,910 |
| Victory Gardens | 5 | 124 | 35,763 | 712,630,000 | 809,945 |
| National War Fund | 6 | 257 | 56,133 | 595,890,000 | 1,318,000 |

* Not available.

You're in step with the march of the big 1944 radio developments and the plans being made for post-war radio, if you read

**BROADCASTING**
NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.
*Every Week*

**$5 A YEAR**

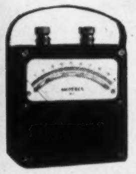
HIGH LEVEL
MONITORING
minus
EYE FATIGUE
DB
-20
-10
-7
-5
-3
-2
-1
0
+1
+2
DB
+3
20
40
60
80
100

**WESTON**
**TYPE 30**
**VOLUME LEVEL INDICATOR**

With improved pointer action which reduces fluttering to a minimum, plus a widely spaced scale with minimum markings, the WESTON Type 30 Volume Level Indicator *forestalls* eye-strain and fatigue ... materially aiding the operator in maintaining a high standard of signal quality. Complete information on Type 30, as well as on other instruments for use in broadcasting, communications and allied fields is available. Write to Weston Electrical Instrument Corporation, 641 Frelinghuysen Ave., Newark, N. J.

**INSTRUMENTS FOR EVERY COMMUNICATIONS NEED**

**Model 45 Precision Portable DC Instruments**


**Model 430 Portable AC-DC Instruments**

**Model 763 Direct-Reading Ohmmeter**

**Model 665 Volt-Ohm-Milliammeter**

# Favorable Public Opinion For Broadcasters . . . in the Making

Most people regard radio primarily as a peacetime medium of entertainment.

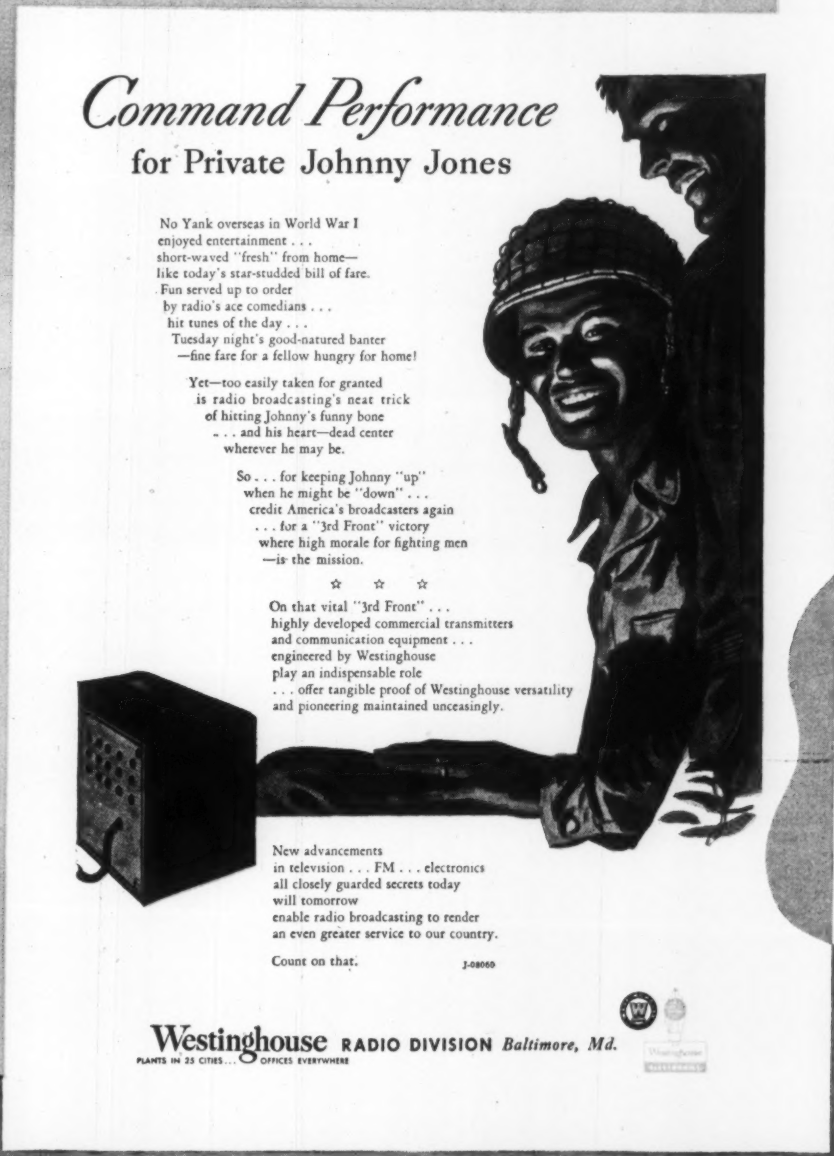
They fail to recognize it as a potent weapon . . . fighting successfully on the "third front" of World War II.

One sector of that front—maintaining high morale among our fighting men—is brought into sharp focus in this advertisement—one of a series—sponsored by Westinghouse and reproduced below.

Our purpose in these advertisements is to accelerate public awareness of the vital service radio broadcasters are rendering in winning the war. We hope this awareness will bring long-time benefits to the entire broadcasting industry.

Our own wartime assignment is the production of electronic and communications equipment in huge quantities for fighting fronts. But, come peacetime, our war-won knowledge and experience will again be turned to serving the radio broadcasters of America.

J-08054



## *Command Performance*

### for Private Johnny Jones

No Yank overseas in World War I
enjoyed entertainment . . .
short-waved "fresh" from home—
like today's star-studded bill of fare.
Fun served up to order
by radio's ace comedians . . .
hit tunes of the day . . .
Tuesday night's good-natured banter
—fine fare for a fellow hungry for home!

Yet—too easily taken for granted
is radio broadcasting's neat trick
of hitting Johnny's funny bone
. . . and his heart—dead center
wherever he may be.

So . . . for keeping Johnny "up"
when he might be "down" . . .
credit America's broadcasters again
. . . for a "3rd Front" victory
where high morale for fighting men
—is the mission.

☆ ☆ ☆

On that vital "3rd Front" . . .
highly developed commercial transmitters
and communication equipment . . .
engineered by Westinghouse
play an indispensable role
. . . offer tangible proof of Westinghouse versatility
and pioneering maintained unceasingly.

New advancements
in television . . . FM . . . electronics
all closely guarded secrets today
will tomorrow
enable radio broadcasting to render
an even greater service to our country.

Count on that.

J-08060

**Westinghouse** RADIO DIVISION *Baltimore, Md.*
PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Westinghouse
radio engineers are
ready to assist you
in formulating plans
for postwar facilities
to include AM ·
FM · TELEVISION.
Write Westinghouse
Electric & Mfg. Co.,
East Pittsburgh, Pa.,
Dept. 7-N.

**Westinghouse** RADIO DIVISION *Baltimore, Maryland*
PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

# FCC RULES & REGULATIONS FOR BROADCAST SERVICES

**Including All Wartime Emergency Rules—Corrected to Jan. 1, 1944**

## EXPLANATION

*Rules and Regulations of the Federal Communications Commission governing broadcast services, are published herewith in full text, with certain exceptions. These have been corrected by the FCC Legal and Engineering staffs, to Jan. 1, 1944, and are published in cooperation with the FCC, whose valuable service is gratefully acknowledged. Standards of Good Engineering Practice Governing Standard Broadcast Stations and other portions of the Rules and Regulations not published herewith, are available through the Superintendent of Documents, Government Printing Office, Washington 25, D. C.*

THE RULES AND REGULATIONS OF THE FEDERAL COMMUNICATIONS COMMISSION ARE PUBLISHED IN SEPARATE PAMPHLETS NUMBERED AND TITLED AS FOLLOWS:

Part
1. Rules of Practice and Procedure.
2. General Rules and Regulations.
3. Standard and High-Frequency Broadcast Stations.
4. Broadcast Services Other Than Standard Broadcast.
5. Experimental Radio Services.
6. Fixed Public Radio Services.
7. Coastal and Marine Relay Services.
8. Ship Service.
9. Aviation Services.
10. Emergency Radio Services.
11. Miscellaneous Radio Services.
12. Amateur Radio: Stations and Operators.
13. Commercial Radio Operators.
14. Radio Stations in Alaska Other Than Amateur and Broadcast.
15. All Radio Stations in the War Emergency Radio Service.

Part
31-32. Uniform System of Accounts, Class A and Class B Telephone Companies, and Units of Property, Class A and Class B Telephone Companies.
33. Uniform System of Accounts for Class C Telephone Companies.
34. Uniform System of Accounts for Radiotelegraph Carriers.
35. Uniform System of Accounts for Wire-Telegraph and Ocean-Cable Carriers.
41. Telegraph and Telephone Franks.
42. Preservation of Records.
43. Reports (Filing of Information, Contracts, Periodic Reports, etc.).
51. Classification of Telephone Employees.*
61. Tariffs.
62. Applications to Hold Interlocking Directorates.

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* Rules of Interstate Commerce Commission dated July 1, 1917, are still in effect—not reprinted by Federal Communications Commission.

### PREFACE TO THE RULES AND REGULATIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

The "Rules and Regulations of the Federal Communications Commission" incorporate all the rules and regulations of a general or permanent nature in force as of the effective date appearing at the beginning of each part. The title, "Title 47—Telecommunication," has been adopted for all the rules to correspond with the codification thereof under the provisions of the Federal Register Act, and also to correspond with the title under which the Communications Act is printed in the United States Code.

In preparing this compilation, the Commission has had in mind the necessity for an arrangement which would make the rules conveniently accessible and one which would also make provision for future amendments. To this end all the existing rules have been logically arranged under 26 parts, which have been suitably subdivided, employing nonconsecutive part numbers from 1 to 71, making provision for substitutions and additions.

The various parts are independently numbered, each part beginning with the principal section number allocated for the purpose and in keeping with the decimal system of numbering which has been used, and these section numbers run consecutively only within the part. The first section of each part begins with ".1." Gaps are left in the numbering throughout so that new and amendatory provisions may be inserted with due regard to their relation to the compilation as a whole.

Each part has been printed and bound in separate pamphlet form, and each contains a title page listing the part numbers and titles of all the Rules and Regulations. In addition, explanatory footnotes have been included referring to statutes or treaties applicable to particular services and, so far as practicable, to other applicable parts.

It is intended that future amendments will be made available in such form that the substitute or added pages may be readily inserted within the part.

Provisions of the rules may be cited thus: "Section §1.1 or §2.1 Federal Communications Commission Rules."

Copies of these rules may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

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# Good Engineering

*is a basic fundamental of every Successful Radio Station . . . large or small*

★

## Commercial Radio Equipment Co.

CONSULTING RADIO ENGINEERS

Washington Kansas City Hollywood

*Everett L. Dillard, Gen. Mgr.*

# FCC RULES & REGULATIONS FOR BROADCAST SERVICES

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## ADMINISTRATIVE PROVISIONS

§1.1 *Offices; hours.*—The principal office of the Commission shall be located at Washington, D. C., and all communications to it shall be addressed to the Secretary, Washington, D. C., unless otherwise specifically directed. The hours of the Commission are from 9:15 a.m. to 5:45 p.m., Monday to Saturday, inclusive, except on legal holidays.

§1.2 *Meetings.*—All meetings of the Commission, unless otherwise determined by a majority of the members thereof, shall be held at the principal office of the Commission.

§1.3 *Minutes.*—The minutes of a meeting of the Commission shall be the official record of any action taken therein, and shall be kept by, and in the office of, the secretary.

§1.4 *Authentication of documents.*—All orders, permits, licenses, or other instruments of authorization made, issued, or granted by the Commission, shall, unless otherwise specifically provided by order of the Commission be signed by the secretary in the name of the Commission and authenticated by the seal of the Commission.

§1.5 *Inspection of records.*—Subject to the provisions of sections 4 (j), 412, and 606 of the Act, the files of the Commission shall be open to inspection as follows:

(*a*) Tariff schedules required to be filed under section 203 of the Act and annual and monthly reports required to be filed under section 219 of the Act.

(*b*) All applications and amendments thereto filed under title II and title III of the Act, including all documents and exhibits filed with and made a part thereof; authorizations and certifications issued upon such applications; all pleadings, depositions, exhibits, transcripts of testimony, examiners' reports, exceptions, briefs, proposed reports or findings of fact and conclusions, minutes, and orders of the Commission.

(*c*) Other files in the discretion of the Commission upon written request describing in detail the documents to be inspected and the reasons therefor.

§1.6 *Certified copies; requests for; costs.*—Copies of any documents subject to inspection under the provisions of section 1.5 will be prepared and certified by the secretary, under seal, on written request, specifying the exact documents, the number of copies desired, and the date on which the same will be required: *Provided, however,* That such request must be made so as to permit a reasonable time for the preparation of such copies: *And provided further,* That any cost incurred in the preparation of such copies shall be prepaid by the person making application therefor.

§1.7 *Official reporter; transcript.*—The Commission will designate from time to time an official reporter for the taking down and transcribing of its proceedings. No transcript of the testimony taken, or argument had, at any hearing will be furnished by the Commission, but will be open to inspection under section 1.5. Such transcript, if desired, must be obtained from the official reporter upon payment of the charges therefor.

§1.8 *Person, defined.*—Wherever in these rules the term "person" is used, it shall include an individual, partnership, association, joint-stock company, trust, or corporation.

§1.9 *Computation of time.*—In computing any period of time prescribed or allowed by these rules, by order of the Commission, or by any applicable statute, the day of the act, event, or default after which the designated period of time begins to run is not to be included. The last day of the period so computed is to be included, unless it is a Sunday or a legal holiday, in which event the period runs until the end of the next day which is neither a Sunday nor a holiday. When the period of time prescribed or allowed is less than 7 days, intermediate Sundays and holidays shall be excluded in the computation. A half holiday shall be considered as other days and not as a holiday.

§1.10 *Additional time to parties in certain cases.*—Where, under these rules, unless otherwise expressly provided, any limitation is made as to the time within which any document is required to be filed, or any procedural step is required to be taken in connection with any hearing, parties who are residents of Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, and California shall have an additional period of 5 days; and parties who reside beyond the confines of the continental United States shall have an additional period of 20 days within which to file such document or take such other procedural step: *Provided, however,* That this rule shall not apply to any limitation as to time fixed by statute.

§1.11 *Documents in foreign languages.*—Every document, exhibit, or other paper written in a language other than English, which shall be filed in any proceeding before the Commission or in response to any order of the Commission unless expressly waived therein, shall be filed in the language in which it is written together with an English translation thereof duly verified under oath to be a true translation. Each copy of every such document, exhibit, or other paper filed, shall be accompanied by a separate copy of the translation.

§1.21 *Suspension, amendment, etc., of rules.*—The rules and regulations of the Commission may be suspended, revoked, modified, amended, or supplemented, in whole or in part, at any time by the Commission.

## PERSONAL APPEARANCES; PRACTITIONERS

§1.31 *Appearances.*—Any individual, receiver, or trustee may appear and be heard in person or by attorney. A partnership may appear and be represented by any member thereof or by attorney. A corporation, association, joint-stock company, or trust, may appear only by attorney.

§1.32 *Authority for representation.*—Any person, in a representative capacity, transacting business with the Commission, may be required to show his authority to act in such capacity.

§1.33 *Persons who may be admitted to practice.*—Attorneys at law admitted to practice before any court of the United States, the District of Columbia, or the highest court of any State or Territory, upon application may be admitted to practice before the Commission. An attorney at law from any place other than the District of Columbia may, in the discretion of the Commission or the official presiding at any hearing, be admitted for a particular case in which he may be employed.

§1.34 *Applications for admission.*—Applications for admission to practice shall be on a form prescribed and provided by the Commission. (See appendix No. 1.)

§1.35 *Oath.*—No person shall be admitted to practice before the Commission until he shall have subscribed to an oath or affirmation that he will demean himself as a practitioner before the Commission, uprightly and according to law; and that he will support the Constitution and laws of the United States and will conform to the Rules and Regulations of the Commission.

§1.36 *Suspension; disbarment.*—The Commission may censure, suspend, disbar, or revoke the right of any person who has been admitted to practice before it if it finds that such person has violated his oath taken upon admission; or has, in obtaining admission, concealed any material facts with reference to his legal qualifications, professional standing, character, or integrity, or has failed to conform to recognized standards of professional conduct: *Provided, however,* That before any member of the bar of this Commission shall be censured, suspended, disbarred, or his right to practice before the Commission revoked, charges shall be preferred by the Commission against such practitioner and he shall be afforded an opportunity to be heard thereon.

§1.37 *Register of practitioners.*—A register will be maintained by the Commission in which will be entered the names of all persons entitled to practice before the Commission. Only individuals will be admitted or recognized.

§1.38 *Former employees.*—(*a*) No member, officer, or employee of the Commission shall, within 2 years after his service with the Commission is terminated, appear as attorney before the Commission in any cause or application which he has handled or passed upon while in the service of the Commission.

(*b*) No member, officer or employee of the Commission (1) whose active service with the Commission has terminated but who is receiving pay while on annual leave not taken prior to separation from such active service, or (2) who is in any other leave status, shall appear as attorney or participate in the preparation or handling of any matter before, or to be submitted to, the Commission.

§1.39 *Appearance blanks.*—Each attorney representing a party to any proceeding shall enter his appearance, in duplicate, on the form prescribed for the purpose by the Commission prior to participating in such proceeding, which appearance shall be made a part of the record. (See appendix No. 2.)

§1.51 *Parties, defined.*—The term "party" shall include any person, body politic, municipal organization, or State Commission. Parties to proceedings will be designated as applicants, complainants, defendants, petitioners, interveners, protestants, or respondents.

§1.52 *Applicant.*—The term "applicant" means a party applying for a certificate, certification, permit, license, or such other instrument of authorization as the Commission is empowered to grant, and for which an application is required.

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# FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 374)

§1.53 *Complainant.*—The term "complainant" means a party who complains to the Commission of anything done or omitted to be done by any common carrier subject to the act in violation of the provisions thereof.

§1.54 *Intervener.*—The term "intervener" means a party who, upon petition, has been permitted to become a party to any proceeding before the Commission.

§1.55 *Protestant.*—The term "protestant" means a party opposing the schedules under suspension in investigation and suspension proceedings, or a party who files a protest to a tentative valuation in valuation proceedings.

§1.56 *Petitioner.*—The term "petitioner" means a party other than as defined above seeking relief within the jurisdiction of the Commission.

§1.57 *Defendant.*—The term "defendant" means a common carrier subject to the act against whom a complaint has been filed of anything done or omitted to be done in violation of the provisions of the act.

§1.58 *Respondent.*—The term "respondent" means a party against whom the Commission has, on its own motion, instituted an inquiry, investigation, revocation, suspension, modification, cancelation, or other proceeding.

§1.59 *Receiver or trustee of carrier.*—The receiver or trustee of any common carrier subject to the act shall be made a party to any proceeding in which such carrier is a party.

§1.60 *Substitution of parties.*—The Commission in a proper case may order a substitution of parties; in case of death of a party, upon suggestion thereof; and in other circumstances, for good cause shown, upon petition.

## APPLICATIONS AND AMENDMENTS—GENERAL

§1.71 *Applications made on prescribed forms; exceptions.*—Each application for an instrument of authorization shall comply with the Commission's rules and regulations and shall be made in writing, subscribed and verified as provided in section 1.121 on a form furnished by or in the manner prescribed by the Commission: *Provided, however,* That in emergency cases the Commission may waive the requirements of formal application with respect to applications for other than radio licenses and for licenses, renewals, or modification thereof for stations on vessels or aircraft of the United States, pursuant to section 308 (*a*) of the act. Separate application shall be filed for each instrument of authorization requested: *Provided, however,* That in cases arising in services other than broadcast where a single licensee holds a number of licenses which are identical in their terms or which are identical in their terms with the exception of station locality, and in other cases in the discretion of the Commission, a single application may be filed for renewal or modfication of such licenses, where such single application sets forth in detail and in unmistakable language, an accurate description of the individual licenses sought to be renewed or modified. The required forms may be obtained from the Commission or from any of its field offices. (For a list of such offices and related geographical districts, see appendix No. 3.)

§1.72 *Defective applications.*—(*a*) Applications which are defective with respect to completeness of answers to required questions, execution, or other matters of a purely formal character will not be received for filing by the Commission unless the Commission shall otherwise direct.

(*b*) If an applicant is requested by the Commission to file any documents or information not included in the prescribed application form, a failure to comply with such request will constitute a defect in the application.

(*c*) Applications which are not in accordance with the Commission's rules, regulations or other requirements will be considered defective unless accompanied either (1) by a petition in accordance with section 1.81 to amend any rule or regulation with which the application is in conflict, or (2) by a request of the applicant for waiver of, or an exception to, any rule, regulation or requirement with which the application is in conflict. Such request shall show the nature of the waiver or exception desired and set forth the reasons in support thereof.

(*d*) Defective applications will not be considered by the Commission.

§1.73 *Amendments and dismissals; when allowed.*—Any application may be amended or dismissed without prejudice as a matter of right prior to the designation of such application for hearing. Thereafter, requests to amend or dismiss without prejudice will be considered only upon written motion served upon all parties of record as provided in section 1.141.

When leave to amend has been granted after an application has been designated for hearing, the application will not be removed from the hearing docket unless the Motions Commissioner shall determine that the proposed amendment substantially affects the issues upon which the applicaton has been designated for hearing and orders that the application shall be removed from the hearing docket. An amended application which has been removed from the hearing docket will be reexamined by the Commission and when necessary will be redesignated for hearing at a subsequent time.

§1.74. *Form of amendments.*—Any amendment to an application shall be subscribed, verified, and submitted in the same manner, and with the same number of copies, as was the original application.

§1.75 *Amendments ordered.*—The Commission may, upon its own motion or upon motion of any party to the proceeding, order the applicant to amend his application so as to make the same more definite and certain.

§1.76 *Withdrawal of papers.*—The granting of a request to dismiss or withdraw an application or a pleading does not authorize the removal of such application or pleading from the Commission's records. No application or other document once officially filed shall be returned unless the Commission shall, for good cause shown, order such return.

§1.77 *Failure to prosecute applications not designated for hearing.*—The following provisions shall apply to applications which have not been designated for hearing. An applicant not desiring to prosecute his application may request the dismissal of same without prejudice. A request of an applicant for the return of an application which has been officially filed will be considered as a request to dismiss the same without prejudice. Any application which has not been designated for hearing and which by reason of failure to respond to official correspondence or otherwise is subject to dismissal for non-prosecution will be dismissed without prejudice.

## AMENDMENTS OF RULES

§1.81 *Requests for amendment of rules.*—Any person may petition for amendment of any rule or regulation. Such petition shall show the desired change in the rules and regulations and set forth the reasons in support thereof.

## AMENDMENTS TO PLEADINGS

§1.91 *Time for filing; disposition.*—Any pleading may be amended as a matter of right if filed with the Commission not less than 30 days prior to the date set for hearing in the proceeding in which the pleading is filed. Thereafter, requests for leave to amend will be considered only upon written motion. Amendments, amended pleadings, or requests for leave to amend must be served upon all parties of record as provided in section 1.141 prior to filing. Amendments to applications may be determined only as provided in section 1.73.

## PETITIONS AND COMPLAINTS

§1.101 *General.*—Petitions for relief under the jurisdiction of the Commission shall set forth clearly and concisely the petitioner's interest and the facts supporting the relief sought. (See also third proviso, section 1.71.)

§1.102 *Intervention.*—Petitions for intervention must set forth the grounds of the proposed intervention, the position and interest of the petitioner in the proceeding, the facts on which the petitioner bases his claim that his intervention will be in the public interest, and must be subscribed or verified in accordance with section 1.122. The granting of a petition to intervene shall have the effect of permitting intervention before the Commission but shall not be considered as any recognition of any legal or equitable right or interest in the proceeding. The granting of such petition shall not have the effect of changing or enlarging the issues which shall be those specified in the Commission's notice of hearing unless on motion the Commission shall amend the same.

§1.103 *Complaints.*—Communications to the Commission complaining of anything done, or omitted to be done, in contravention of the provisions of the act, except formal and informal complaints filed under "Special provisions relating to common carriers" hereof, may, in the discretion of the Commission, be investigated or otherwise acted upon in any manner the Commission may deem expedient; but such communications shall not be deemed to be either formal or informal complaints within the meaning of these rules, irrespective of any action taken thereon by the Commission.

## SUBSCRIPTION AND VERIFICATION

§1.121 *Applications; amendments.*—Each application or amendment thereto shall be personally subscribed and verified: (1) By the party filing such application or amendment, or by one of the parties, if there be more than one; (2) by an officer of the party filing the application or amendment if the party be a corporation: *Provided, however,* That subscription and verification may be made by the attorney for the party (1) in case of physical disability of the party, or (2) his absence from the continental United States. If it be made by a person other than the party, he must set forth in the verification the grounds of his belief as to all matters not stated upon his knowledge and the reason why it is not made by the party.

§1.122 *Pleadings.*—All pleadings (not including applications or amendments thereto) filed by any party represented by an attorney, shall be signed by at least one attorney of record in his individual name, whose address shall be stated. A party who is not represented by an attorney shall sign and verify his pleading and state his address. Except when otherwise specifically provided by rule or statute, pleadings signed by the attorney for a party need not be verified or accompanied by affidavit. The signature of an attorney constitutes a certificate by him that he has read the pleading; that to the best of his knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay. If a pleading is not signed or is signed with intent to defeat the purpose of this section, it may be stricken as sham and false and the matter may proceed as though the pleading had not been served. For a willful violation of this rule an attorney may be subjected to appropriate disciplinary action. Similar action may be taken if scandalous or indecent matter is inserted.

## SPECIFICATIONS AS TO DOCUMENTS AND PLEADINGS

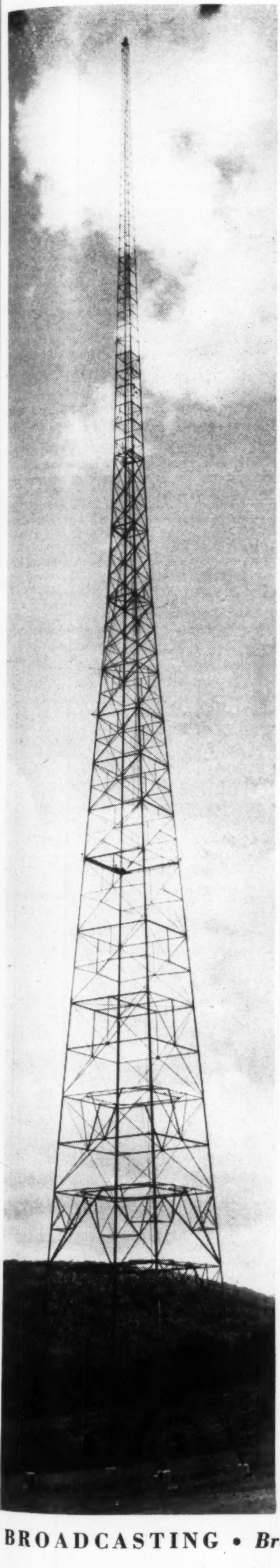
§1.131 *Papers, general.*—All papers filed in any proceeding shall, unless otherwise specifically provided herein, be on paper 8½ by 13 or 14 inches, with left-hand margin not less than 1½ inches wide: *Provided,* That this requirement shall not apply to original documents, or admissible copies thereof, offered as exhibits: *And provided further,* That specially prepared exhibits may be submitted on paper of a width of 13 or 14 inches, of any length with a left-hand margin of 1½ inches on the 13- or 14-inch dimension. The impression shall be on one side of the paper only and shall be double-spaced, except that long quotations shall be single-spaced and indented. All papers, except charts and maps, shall be typewritten or prepared by mechanical processing methods other than letter press or printed. The foregoing shall not apply to official publications. All copies must be clearly legible.

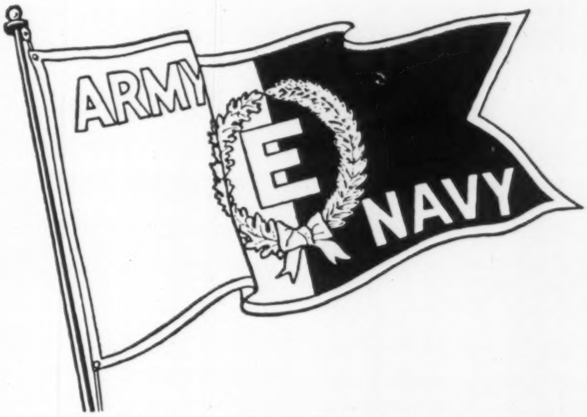
§1.132 *Briefs.*—Briefs may be printed, typewritten, mimeographed, or multigraphed: *Provided, however,* That printed briefs shall be in 10- or 12-point type, on good unglazed paper, 5⅞ inches wide by 9 inches long, with inside margin not less than 1½ inches wide, and with double-leaded text and single-leaded citations.

§1.141 *Service, proof of service.*—All pleadings, petitions, motions, or other documents (other than applications under title II, formal complaints, supplemental complaints, cross-complaints, and amended complaints) filed in any proceeding shall be served by the party filing the same upon all parties of record, as follows:

Service upon common carriers shall be made as provided in section 413 of the Communications Act of 1934, as amended.

In all other cases whenever under these rules service is required or permitted to be made upon a party, and such party is represented by an attorney of record in the proceeding, the service shall be made upon the attorney. Service upon the attorney or upon a party shall be made by deliverng a copy to him or by mailing it to him at his last-known address. Delivery of a copy within this rule means: handing it to the attorney or to the party; or leaving it at his office with his clerk or other person in charge thereof; or, if there is no one in charge, leaving it in a conspicuous place therein, or, if the office is closed or the person to be served has no office, leaving it at his dwelling house or usual place of abode with some person of suitable age and discretion then residing therein. Service by mail is complete upon mailing.





**A long time before Pearl Harbor,** Blaw-Knox was working in close cooperation with the U. S. Army and other government departments in the engineering and development of structures for use in connection with electronics for military purposes.

★

**Since war was declared** we have devoted all of the energy, skill and experience, of a department in our organization which has specialized for many years in problems of this kind, to the design, fabrication and timely delivery of many units which we believe have materially contributed to the conduct of the war.

★

**As a result** of these and other activities, the Blaw-Knox Division was presented with the Army-Navy "E" Award on July 13, 1943; the highest honor that can be given to civilian effort.

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**The experience gained** will prove invaluable in helping our friends in the radio industry to solve the many new problems which they will face as a result of wartime developments.

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OF BLAW-KNOX COMPANY
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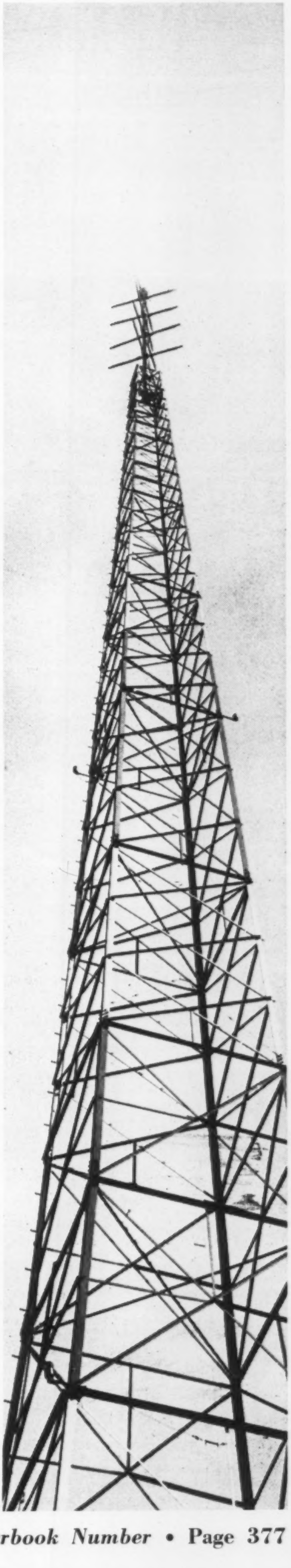


# FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 376)

Proof of service as provided in the foregoing shall be made by appropriate affidavit describing the service which shall be attached to the original and copies of which shall be attached to all copies filed with the Commission. If service has been made by delivery of a copy to the attorney, written, acknowledgment thereof on the original filed will be considered proof of service; in such case an appropriate notation of such acknowledgment shall be made on all copies filed.

§1.142 *Copies.*—Unless otherwise specifically provided, an original and fourteen copies of all petitions, motions, pleadings and other documents required or permitted to be filed under these rules shall be furnished the Commission.

## PROOF OF OFFICIAL RECORD

§1.151 *Authentication of copy.*—An official record, or entries therein when admissible for any purpose, may be evidenced by an official publication thereof or by a copy attested by the officer having legal custody of the record, or by his deputy, and accompanied with a certificate that such officer has the custody. If the office in which the record is kept is within the United States or within a territory or insular possession subject to the dominion of the United States, the certificate may be made by the judge of a court of record of the district or political subdivision in which the record is kept, authenticated by the seal of the court, or may be made by any public officer having a seal of office having official duties in the district or political subdivision in which the record is kept, authenticated by the seal of his office. If the office in which the record is kept is in a foreign state or country, the certificate may be made by a secretary of embassy or legation, consul general, consul, vice consul, or consular agent or by any officer in the foreign service of the United States stationed in the foreign state or country in which the record is kept, and authenticated by the seal of his office.

§1.152 *Proof of lack of record.*—A written statement signed by an officer having the custody of an official record or by his deputy that after diligent search no record or entry of a specified tenor is found to exist in the records of his office accompanied by a certificate as above provided, is admissible as evidence that the records of his office contain no such record or entry.

§1.153 *Other proof.*—This rule does not prevent the proof of official records or of entry or lack of entry therein by any method authorized by any applicable statute or by the rules of evidence at common law.

## SUBPENAS

§1.171 *Who may sign and issue.*—Subpenas requiring the attendance and testimony of witnesses, and subpenas requiring the production of any books, papers, schedules of charges, contracts, agreements, and documents relating to any matter under investigation or hearing may be signed and issued as follows: (*a*) Hearings before the Commission en banc; by any Commissioner; (*b*) hearings before any designated officer; (1) by any Commissioner; (2) the officer designated to hear a case may sign and issue subpenas in that case; (*c*) in other cases: By any Commissioner.

§1.172 *Requests; verification and content.*—Unless directed by the Commission upon its own motion, subpenas will be issued only upon request in writing. Requests for subpenas to compel witnesses to produce documentary evidence must be subscribed and verified in accordance with section 1.122 and must specify with particularity the books, papers, or documents desired, and the facts expected to be proved thereby.

§1.173 *Witness fees.*—Witnesses who are subpenaed and respond thereto are entitled to the same fees including mileage as are paid for like service in the courts of the United States, such fees to be paid by the party at whose instance the testimony is taken at the time the subpena is served.

§1.174 *Service of subpenas; return.*—(*a*) A subpena may be served by a United States marshal or his deputy or by any other person who is not a party and is not less than 18 years of age. Service of a subpena upon a person named therein shall be made by delivering a copy thereof to such person and by tendering to him the fees for 1 day's attendance and the mileage allowed by law. When the subpena is issued on behalf of the United States or an officer or agency thereof, fees and mileage need not be tendered.

(*b*) If made by any other person, such person shall make affidavit thereof, stating the date, time, and manner of service; and return such affidavit on, or with, the original subpena in accordance with the form thereon. In case of failure to make service the reasons for the failure shall be stated on the original subpena. In making service, the original subpena shall be exhibited to the person served, shall be read to him if he is unable to read, and a copy thereof shall be left with him. The original subpena, bearing or accompanied by the required return, affidavit, or statement, shall be returned forthwith to the secretary of the Commission, or, if so directed on the subpena, to the presiding officer before whom the person named in the subpena is required to appear.

## HEARINGS

§1.91 *Classes.*—Hearings before the Commission may be formal or informal.

## INFORMAL HEARINGS

§1.192 *Informal; procedure.*—The Commission may upon petition by any person or upon its own motion hold such informal hearings as it may deem necessary from time to time in connection with the investigation of any matter which it has power to investigate under the law, or for the purpose of obtaining information necessary or helpful in the determination of its policies, the carrying out of its duties, or the formulation or amendment of its Rules and Regulations. For such purposes it may subpena witnesses and require the production of testimony as in formal hearings but the procedure to be followed shall be informal and such as in the opinion of the Commission will best serve the purposes of such hearing.

## FORMAL HEARINGS

§1.193 *Hearing date on related matters.*—In fixing dates for hearings the Commission will, so far as practicable, endeavor to fix the same date for separate hearings (*a*) on all related matters which involve the same applicant, or arise out of the same complaint or cause; and (*b*) for separate hearings on all applications which by reason of the privileges, terms, or conditions requested present conflicting claims of the same nature.

§1.194 *Consolidation of cases.*—The Commission, upon motion, or upon its own motion, will, where such action will best conduce to the proper dispatch of business and to the ends of justice, consolidate for hearing (*a*) any cases which involve the same applicant or arise from the same complaint or cause, or (*b*) any applications which by reason of the privileges, terms, or conditions requested present conflicting claims of the same nature.

§1.195 *Communications relating to applications.*—There will be maintained in the office of the secretary of the Commission a record of all communications received by the Commission relating to the merits of any application pending before the Commission requesting the granting, renewal, modification, or revocation of any license or construction permit, certificate of convenience and necessity, or rate schedule. Such record shall show the name and address of the person making the statement and the substance of such statement. When the date of hearing has been set, if the matter is designated for hearing, the secretary shall notify all persons shown by the records to have communicated with the Commission regarding the merits of such matter in order that such persons will have an opportunity to appear and give evidence at such hearing: *Provided*, That in the case of communications bearing more than one signature, notice shall be given to the person first signing unless the communication clearly indicates that such notice should be sent to some one other than such person.

No such person shall be precluded from giving any relevant material and competent testimony at such hearing because he lacks a sufficient interest to justify his intervention as a party in the matter.

No such communication will be considered by the Commission in determining the merits of any such matter nor shall any such communication be considered by any examiner unless it has been introduced into evidence at the hearing and appears as a part of the record. The admissibility of any such communication or the secretary's record of any such communication shall be governed by the applicable rules of evidence, and no such communication shall be admissible on the basis of a stipulation unless Commission's counsel as well as counsel for all of the parties shall join in such stipulation.

Such communications, however, may be considered by the Commission if circumstances warrant in deciding whether or not a matter shall be set down for hearing in cases where in the absence of such communication no hearing would be required by the Commission.

§1.196 *Notice of hearing under part I of title III.*—In cases arising under part I of title III of the Act notice of applications received and action thereon shall be given in the following manner:

(*a*) By publishing the notice of hearing in the Federal Register not less than 30 days in advance of the hearing date;

(*b*) Notice of the filing of applications under part I of title III of the Act and of the date fixed for hearing on such applications shall be published weekly in the office of the Commission and posted in the office of the secretary.

§1.197 *Notice of hearing under title II or part II of title III.*—In cases arising under title II or part II of title III of the Act, except if specific provision is made by statute or by these rules for actual or constructive notice, the Commission shall give or require reasonable notice.

## CONTINUANCES: EXTENSIONS

§1.201 *Continuances and extensions.*—Continuance in respect to any proceeding or hearing pending before the Commission and extensions of time for making any filing or performing any act required or allowed to be done within a specified time may be granted upon motion for good cause shown, except where the time for performance or filing is limited by statute.

§1.202 *Postponement or change of place.*—The Commission or the presiding officer at a hearing may, after opening any hearing pursuant to notice, recess or adjourn the same for such time as may be necessary, or change the place thereof.

§1.203 *Motions involving delay.*—Requests for continuance shall show diligence by the moving party and shall be made at such time and in such manner as to avoid unnecessary hardship or expense to the parties to the proceeding. Such motions shall show service upon all parties as provided in section 1.141.

## ORDER OF PROCEDURE

§1.204 *Order of procedure.*—At hearings on complaints, petitions, applications, or other proceedings for instruments of authorization which the Commission is empowered to issue, the complainant, petitioner, or applicant as the case may be, shall open and close. At hearings on investigation and suspension proceedings under title II of the act, the respondent whose tariffs are under suspension shall open and close. At hearings in all other investigations, the party to whom the order to show cause was issued shall open and close. At hearings under title III of the act on revocations and suspension of operator licenses or modification of licenses under section 312 (b) of the act, or other like proceedings instituted by the Commission, the Commission shall open and close. In hearings upon a consolidated record, the Commission or presiding officer shall designate the order of presentation. Interveners shall follow the party in whose behalf intervention is made, and in all cases where the intervention is not in support of an original party, the Commission, or presiding officer, shall designate at what stage such interveners shall be heard.

## EVIDENCE

§1.211 *Rules of evidence.*—Except as otherwise provided herein, the rules of evidence governing civil proceedings in matters not involving trial by jury in the courts of the United States shall govern formal hearings before the Commission: *Provided, however*, That such rules may be relaxed in any case where the ends of justice will be better served by so doing.

§1.212 *Cumulative evidence.*—The introduction of merely cumulative evidence shall be avoided, and the number of witnesses that may be heard in behalf of a party on any issue may be limited.

§1.213 *Further evidence during hearing.*—At any stage of a hearing, the presiding officer may call for further evidence upon any issue and may require such evidence to be presented by any party to the proceeding.

§1.214 *Documents containing matter not material.*—Where material and relevant matter offered in evidence is embraced in a document containing other matter not material or relevant, and not intended to be put in evidence, such document will not be received, but the party offering the same shall present to opposing counsel, and to the Commission, the original document, together

# Voice communications on every front...

*Whether by radio or land wire telephone, a voice command gets the job done with clarity and speed.*

KEITH THOMAS

1700U series microphone.

UNIVERSAL microphones are playing a vital part in voice communications of all the Armed Forces . . . being the first instrument through which a command is given. Care must be taken that the electronic patterns of the voice are held true for the many electrical circuits through which they must later pass. UNIVERSAL microphones with their precise workmanship are carrying the message through in all forms of voice communication whether from a tank, ship or aeroplane. UNIVERSAL products meet all U. S. Army Signal Corps Laboratory tests. Standardization of parts, inspection, and workmanship of high order combined with the best of material, make UNIVERSAL'S microphones and accessories outstanding in every application.

**UNIVERSAL MICROPHONE CO. LTD.**
**INGLEWOOD, CALIFORNIA**

FOREIGN DIVISION, 301 CLAY ST., SAN FRANCISCO 11, CALIF. • CANADIAN DIVISION, 560 KING ST. W., TORONTO 2, ONTARIO

# FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 378)

with true copies of such material and relevant matter taken therefrom, as it is desired to introduce. Upon presentation of such matter in proper form, it may be received in evidence, and become a part of the record: ***Provided however,*** That opposing counsel shall be afforded an opportunity to introduce in evidence, in like manner, other portions of such document if found to be material and relevant.

§1.215 *Copies of exhibits.*—No document or exhibit, or part thereof shall be received as, or admitted in, evidence unless offered in duplicate. In addition, when exhibits of a documentary character are to be offered in evidence, copies must be furnished to opposing counsel unless the presiding officer otherwise directs. Whenever practicable the parties should interchange copies of exhibits before or after commencement of the hearing.

§1.216 *Mechanical reproductions as evidence.*—Unless offered for the sole purpose of attempting to prove or demonstrate sound effect, mechanical or physical reproductions of sound waves shall not be admitted in evidence. Any party desiring to offer any matter alleged to be contained therein or thereupon shall have such matter typewritten on paper of the size prescribed by the rules of the Commission, and the same shall be identified and offered in duplicate in the same manner as other exhibits.

§1.217 *Tariffs as evidence.*—In case any matter contained in a tariff schedule on file with the Commission is offered in evidence, such tariff schedule need not be produced or marked for identification, but the matter so offered shall be specified with particularity (tariff and page number) in such manner as to be readily identified, and may be received in evidence by reference subject to check with the original tariff schedules so on file.

## DEPOSITIONS

§1.221 *Request for orders to take; time of filing; contents.*—The Commission, either on its on motion, or on formal notice of a party to a proceeding, will issue an order to take a deposition. Motions to take depositions shall be filed with the Commission not less than 25 days before the proposed date for taking of the deposition, and shall set forth the names and addresses of the witnesses, a specific statement as to each witness of the matters and facts concerning which it is expected such witness will testify, the place where, the time when, the officer before whom, and the cause or reason why such deposition should be taken. Such motion shall be subscribed and verified as provided in section 1.122, and shall be accompanied by proof of service and by the proposed order in a sufficient number of copies to be served on all parties. If said order is allowed, the secretary shall mail a copy thereof to all parties to the proceeding at least 15 days prior to the date fixed for the taking of testimony.

§1.222 *Contents of order.*—The order issued authorizing the taking of a deposition shall state the name and address of each witness, the matters and facts concerning which it is expected such witness will testify, the place where, the time when, and the designated officer before whom the witness is to testify as provided in section 409 (e) of the act.

§1.223 *Record of examination; oath; objections.*—The officer before whom the deposition is to be taken shall put the witness on oath and shall personally or by someone acting under his direction and in his presence, record the testimony of the witness. The testimony shall be taken stenographically and transcribed, unless the parties agree otherwise. All objections made at the time of the examination to the qualifications of the officer taking the deposition, or to the manner of taking it, or to the evidence presented, or to the conduct of any party, and any other objection to the proceedings, shall be noted by the officer upon the deposition. Evidence objected to shall be taken subject to the objections. In lieu of participating in the oral examination, parties served with notice of taking a deposition may transmit written interrogatories to the officer, who shall propound them to the witness and record the answers verbatim.

§1.224 *Submission to witness; changes; signing.*—When the testimony is fully transcribed the deposition of each witness shall be submitted to him for examination and shall be read to or by him. Any changes in form or substance which the witness desires to make shall be entered upon the deposition by the officer with a statement of the reasons given by the witness for making them. The deposition shall then be signed by the witness, unless the parties by stipulation waive the signing or the witness is ill or cannot be found or refuses to sign. If the deposition is not signed by the witness, the officer shall sign it and state on the record the fact of the waiver or of the illness or absence of the witness or the fact of the refusal to sign together with the reason, if any, given therefor; and the deposition may then be used as fully as though signed, unless on a motion to suppress the Commission holds that the reasons given for the refusal to sign require rejection of the deposition in whole or in part.

§1.225 *Certification and filing by officer; copies.*—The officer shall certify on the deposition that the witness was duly sworn by him and that the deposition is a true record of the testimony given by the witness, and that said officer is not of counsel or attorney to either of the parties, nor interested in the event of the proceeding or investigation. He shall then securely seal the deposition in an envelope endorsed with the title of the action and marked "Deposition of (here insert name of witness)" and shall promptly send the original and one copy thereof together with the original and one copy of all exhibits by registered mail to the secretary of the Commission.

§1.226 *Waiver of objections.*—Objections to the form of question and answer shall be made before the officer taking the depositions, and if not so made, shall be deemed waived: *Provided, however,* That if no representative of the Commission is present at the taking of the depostion of any witness, such deposition shall be received in evidence at the hearing when offered subject to such legal objection by the Commission as may be proper.

§1.227 *Time of filing.*—All depositions shall be filed with the Commission not later than 5 days before the date of the hearing in which they are to be offered as evidence, and section 1.10 shall not apply or in any wise serve to extend this time: *Provided, however,* That the presiding officer at any hearing may, on motion which shall show diligence on the part of the moving party, waive the requirements of this section.

§1.228 *Inclusion in record.*—No deposition shall constitute a part of the record in any proceeding until received in evidence at a hearing, unless otherwise ordered by the Commission.

## CONDUCT OF HEARINGS

§1.231 *Conduct of hearings.*—Except for hearings before the Commission en banc the Commission will provide for the conduct of each hearing by a specific order of reference and unless otherwise specified in such order:

(*a*) *Authority of presiding officer.*—The presiding officer at the hearing shall have authority to administer oaths, examine witnesses, and receive evidence at any place in the United States designated by the Commission, and to rule upon the admissibility of evidence and other matters that normally and properly arise in the course of the hearing, but shall have no power to decide any motion to dismiss the proceeding or other motion which involves final determination of the merits of the proceeding.

(*b*) *Transcript filed with Secretary.*—After the close of the hearing the complete transcript of testimony taken, together with any exhibits and any briefs or memoranda of law filed theretofore on behalf of any party, shall be filed in the office of the secretary of the Commission.

(*c*) *Corrections to transcripts.*—Suggested corrections to transcripts of records shall be considered only if offered within 10 days after the date the transcript is filed with the Commission. Suggested corrections shall be served upon all other parties participating in the proceeding as provided in section 1.141 prior to the filing with the Commission. The presiding officer at the hearing shall have authority to act upon motions to correct the record.

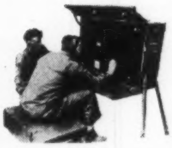
(Continued on page 390)

**McNary & Wrathall**

*Consulting Radio Engineers*

*National Press Building, Washington, D. C.*

4 out of 5 engineers say C-D



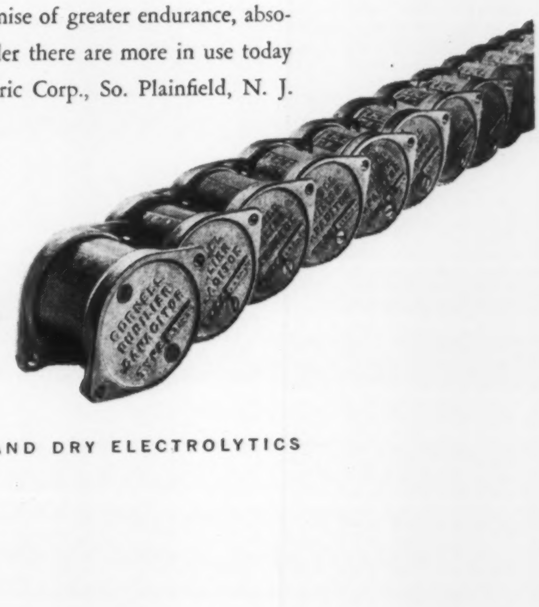
Radio is the vital link which today brings history-making news to people everywhere. As significant as the roar of battle, its voice reaches and sustains the oppressed in their wait for freedom. Engineers know that perfect transmission under war-time conditions demands perfect equipment . . . that's why they count on quality components like C-D capacitors.

Thirty-four years of specialization in building capacitors, has also built the C-D name. It has become axiomatic for the industry to say "C-D" whenever dependable performance is a "must". It is a fact, too, that 4 out of 5 engineers think of C-D first when capacitors are mentioned (proved by a recent, impartial survey).

And C-D capacitors live up to their every promise of greater endurance, absolute reliability and longer life. It is no wonder there are more in use today than any other make! Cornell-Dubilier Electric Corp., So. Plainfield, N. J.

**Cornell Dubilier Capacitors**

1910-1944



MICA • DYKANOL • PAPER • WET AND DRY ELECTROLYTICS

# IN AM BROADCASTING...

RCA Transmitters have long been recognized as the finest that money can buy.

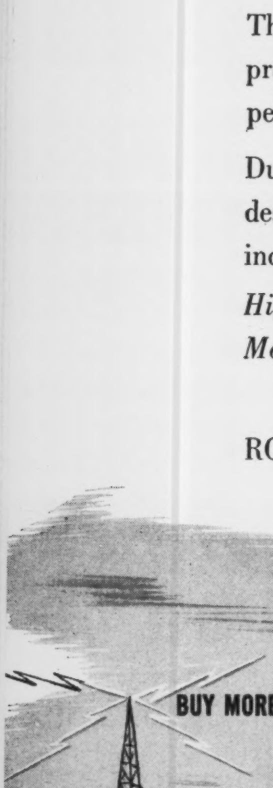
Evidence is the fact that for ten years RCA Transmitters have outsold all others.

This record includes large and small stations—among them a large proportion of the most notable installations made during this period.

During these ten years nearly all major advances in transmitter design appeared first in RCA Transmitters. These improvements include:

*High-Level Class B Modulation*
*Air-cooled High-Power Tubes*
*Mercury Vapor Rectifiers*
*Front-of-Panel Access*
*Streamlined Styling*

RCA earned its leadership in this field, and will maintain it.



**BUY MORE WAR BONDS**

RCA

**RCA BROADCAST EQUIPMENT**

**RADIO CORPORATION OF AMERICA**

# HIGH EFFICIENCY?

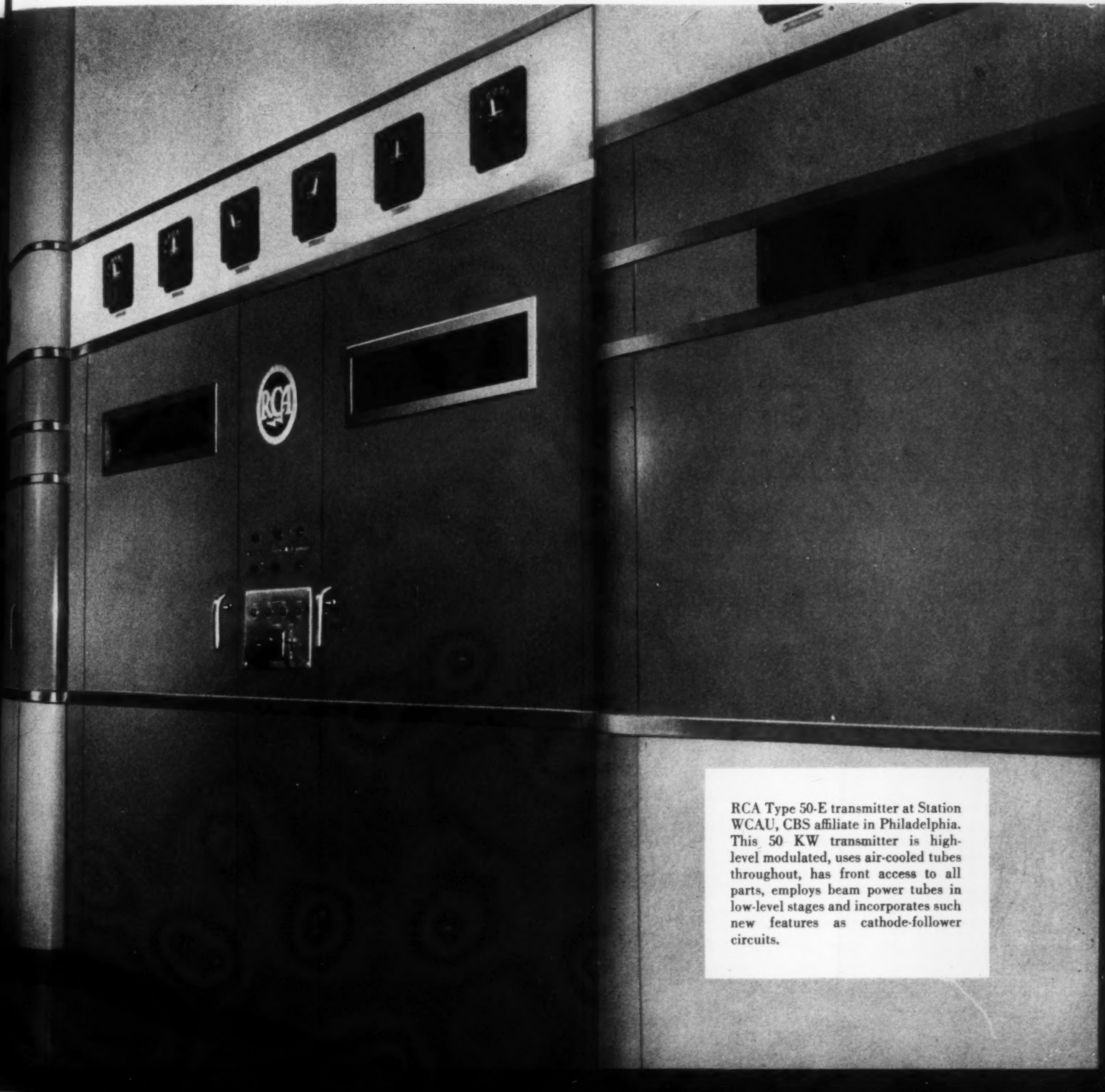
## RCA Transmitters have had it for years!

The RCA 50 KW transmitter shown below employs high-level modulation.

This high-efficiency system was first introduced by RCA some ten years ago.

All RCA transmitters sold in recent years have been high-level modulated.

They have high efficiency *NOW*.



RCA Type 50-E transmitter at Station WCAU, CBS affiliate in Philadelphia. This 50 KW transmitter is high-level modulated, uses air-cooled tubes throughout, has front access to all parts, employs beam power tubes in low-level stages and incorporates such new features as cathode-follower circuits.

# IN FM BROADCASTING

RCA has been and will continue to be an active leader in FM development.

A considerable number of FM Transmitters designed, built and installed by RCA are in service...including five 10 KW's, one of which is shown at the right.

RCA engineers have had more experience in building (and operating) radio transmitters than any other group.

And the truth is that FM Transmitters do not differ very greatly from other transmitter installations, particularly Television.

RCA has always pioneered in development of high-frequency antennas... and is now building many different models for the armed services.

RCA will continue to offer top-rank transmitting equipment for every broadcast need . . . in AM, in FM, in Short Wave, and in Television.

RCA

BUY WAR
MORE BONDS

**RCA BROADCAST EQUIPMENT**

**RADIO CORPORATION OF AMERICA**

# FM TRANSMITTERS BUILT LIKE DE LUXE AM TRANSMITTERS

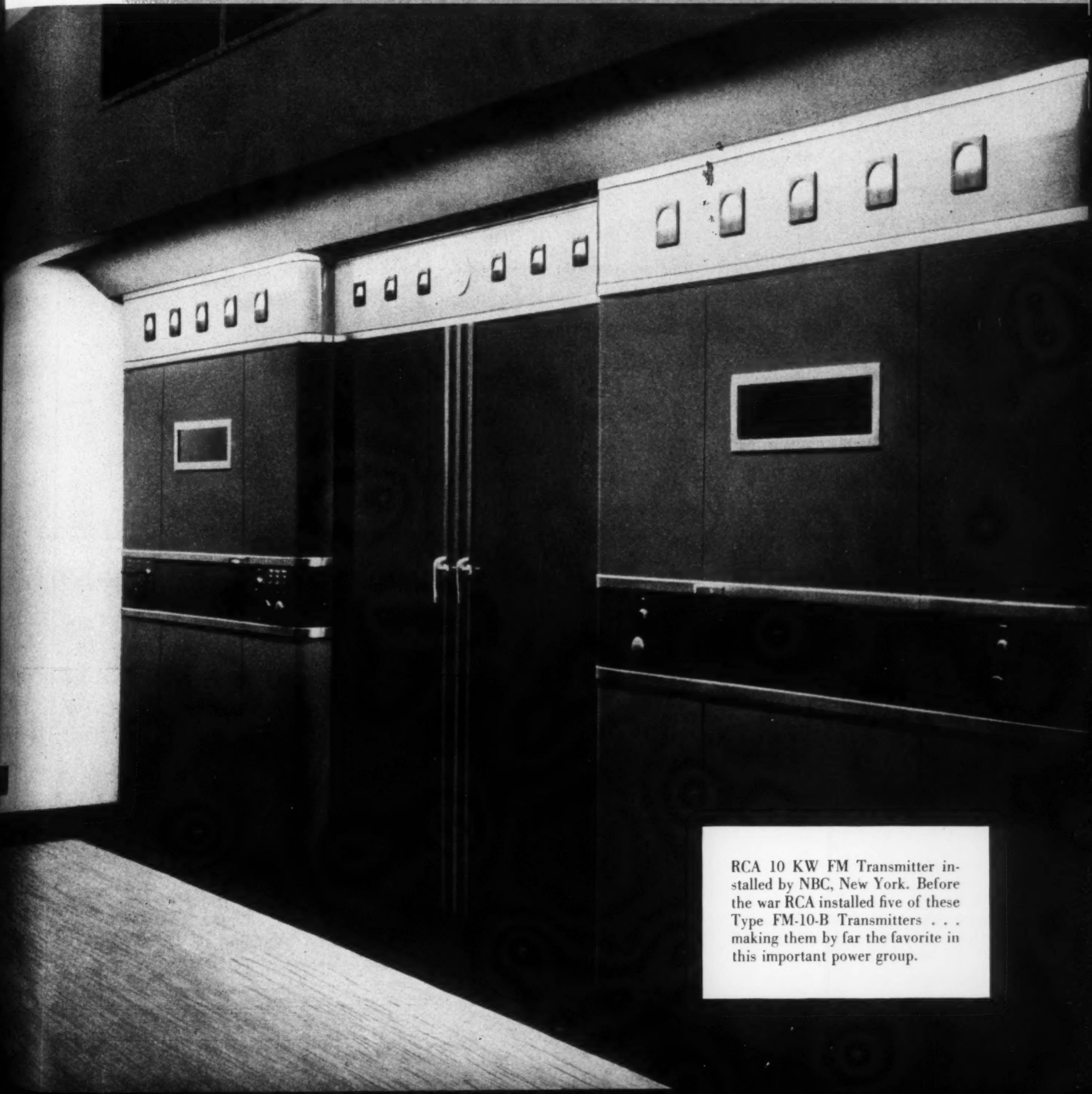
**The 10 KW FM Transmitter, shown below, looks like a de luxe broadcast transmitter.**

**It should.**

**Like all RCA FM Transmitters, it is built to the high standards of the best AM Transmitters . . . RCA quality standards which broadcast engineers know and appreciate.**

**It is built the way broadcast engineers want it built.**

**It incorporates such proven RCA features as front access doors, vertical chassis construction, and stylized design.**



RCA 10 KW FM Transmitter installed by NBC, New York. Before the war RCA installed five of these Type FM-10-B Transmitters . . . making them by far the favorite in this important power group.

IN TELEVISION BROADCASTING...

RCA pioneered the development of electronic television.

RCA engineers developed the Iconoscope, the Kinescope and the Orthicon, as well as circuits for their use.

NBC, a member of the RCA family, operates a commercial television station which has pioneered program development—a station whose programs are rebroadcast by other stations.

RCA had developed a full line of commercial television transmitting equipment before the war and had offered it to broadcasters.

RCA is now utilizing its engineering experience by building for the armed forces a large quantity of electronic equipment.

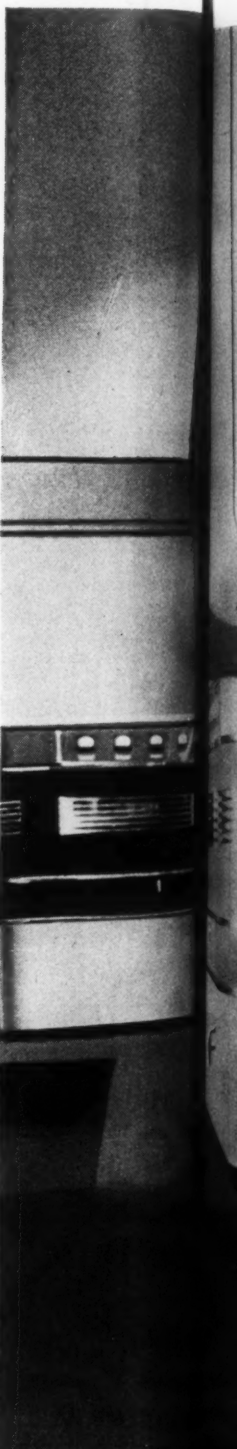
RCA will be prepared to offer for postwar service a full line of new and improved television equipment, including studio equipment, film equipment, portable equipment, relay equipment, studio-transmitter-link equipment, and, of course, audio and video transmitters.

BUY MORE WAR BONDS

RCA

RCA BROADCAST EQUIPMENT

RADIO CORPORATION OF AMERICA



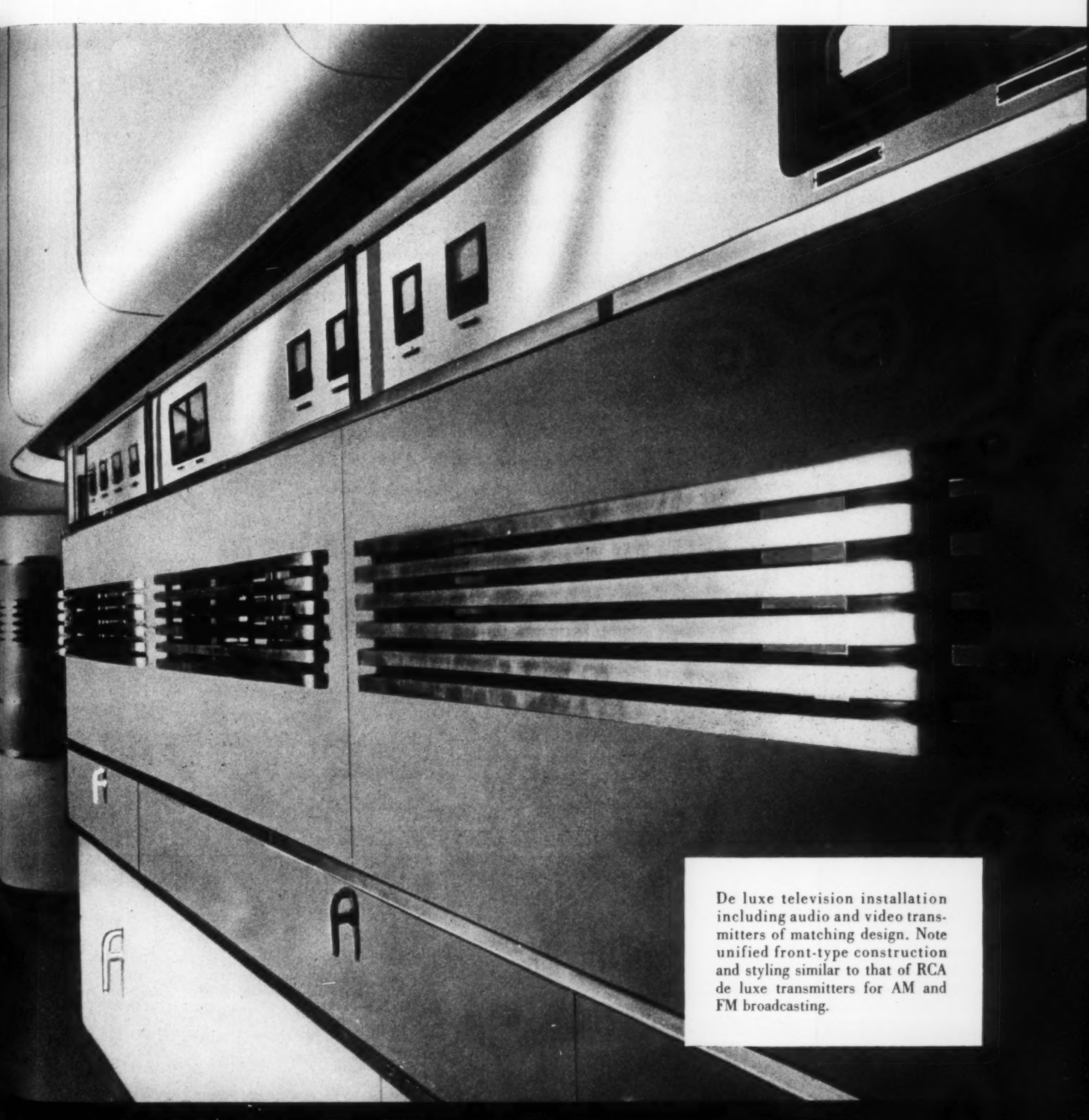
# RCA installations now in operation

The de luxe-type installation shown below is one of several RCA Television Transmitters installed before the war.

All of these installations are standard transmitter models, designed and constructed to broadcast specifications and installed for regular television stations.

They are in addition to a number of experimental and relay-type television installations made by RCA as part of its own television development program.

RCA's experience in this field is unequaled.



De luxe television installation including audio and video transmitters of matching design. Note unified front-type construction and styling similar to that of RCA de luxe transmitters for AM and FM broadcasting.

# IN SHORT•WAVE BROADCASTING...

RCA has installed standard broadcast transmitters all over the world.

RCA also has led in development of short-wave transmitters specifically designed for international broadcasting.

The 50 KW Short-Wave Transmitter shown at the right is one of more than twenty-five of this type built by RCA in the last two years.

This is the first high-power short-wave transmitter to be built to broadcast standards and to include such features as high-level modulation, front access doors, vertical chassis construction, and streamline styling.

RCA's broad experience in every field of broadcasting—AM, FM, Television and Short-Wave—is a powerful and effective force in aiding all phases of the industry. RCA quality is the standard of the industry.

BUY
MORE
WAR
BONDS

RCA

**RCA BROADCAST EQUIPMENT**

## RADIO CORPORATION OF AMERICA

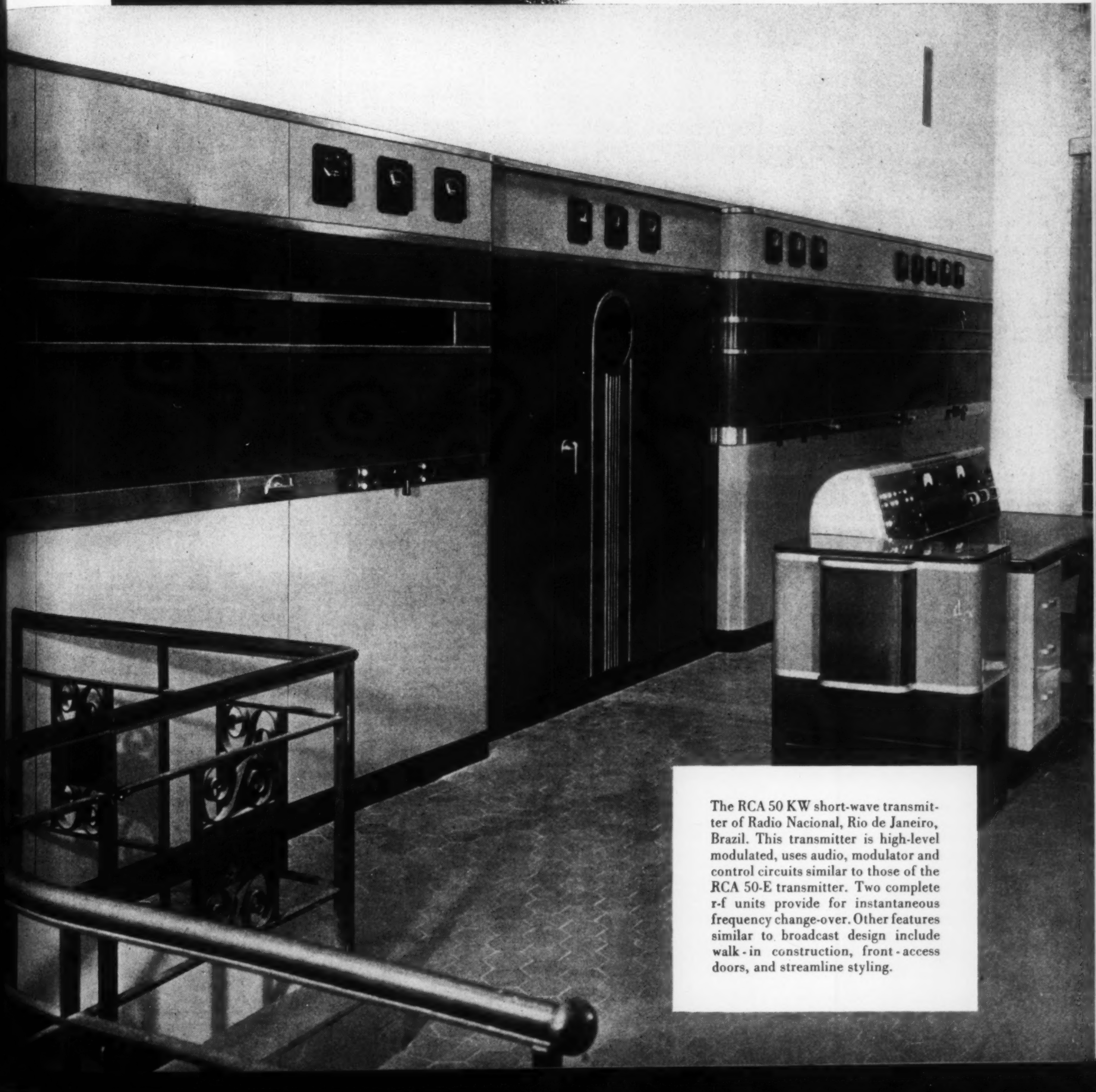
# The first high-power short-wave broadcast transmitter to be produced in quantity

The 50 KW Transmitter of Radio Nacional, Rio de Janeiro, Brazil, shown below, is one of more than twenty-five of these 50 KW transmitters built and installed by RCA in the last two years.

Most of these units are already taking an active part on the broadcasting front of this global war.

Never before were so many high-power broadcast transmitters of a single design built and installed in so short a time.

RCA experience in AM, FM and Television — plus world-wide organization — paved the way!



The RCA 50 KW short-wave transmitter of Radio Nacional, Rio de Janeiro, Brazil. This transmitter is high-level modulated, uses audio, modulator and control circuits similar to those of the RCA 50-E transmitter. Two complete r-f units provide for instantaneous frequency change-over. Other features similar to broadcast design include walk-in construction, front-access doors, and streamline styling.

# FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 380)

(*d*) *Findings proposed by parties.*—Within 20 days from the filing of the transcript of record of the hearing, each party to the proceeding shall file with the Commission proposed findings of fact and conclusions which shall be served upon all parties participating in the hearing in the manner provided in section 1.141. Failure to file proposed findings of fact and conclusions by any such party within the time so required, shall be deemed a waiver by such party of any right of further participation in the proceeding, including oral argument if any is held.

(*e*) *Contents of findings proposed by parties.*—Such proposed findings of fact shall be set forth in serially numbered paragraphs and shall set out in detail and with particularity all basic evidentiary facts developed by the evidence (with appropriate citations to the transcript of record or exhibits relied on) supporting the conclusions proposed by the party filing same. Proposed conclusions shall be separately stated. Proposed findings of fact and conclusions submitted by a person other than an applicant may be limited to those issues in connection with the hearing which affect the interests of such person. Such proposed findings and conclusions may be accompanied by briefs or memoranda of law.

(*f*) *Proposed decisions of Commission.*—The Commission will thereafter enter its proposed report or findings of fact and conclusions: *Provided, however,* That if the proposed findings of fact and conclusions filed by the parties present no substantial conflict, and the Commission is in accord with the ultimate conclusions proposed, it will, if it deems such action will best conduce to the proper dispatch of business and to the ends of justice, issue a final order with or without findings of fact and conclusions in lieu of issuing its proposed findings of fact and conclusions in accordance with this paragraph.

(*g*) *Exceptions; oral argument.*—Within 20 days from the filing of the Commission's proposed report or findings of fact and conclusions the parties to the proceeding may file exceptions to the same which shall point out with particularity alleged errors in said report or findings of fact and conclusions and shall contain specific reference to the page of the transcript of hearing or exhibit on which the exception is based, such exceptions shall be accompanied by a memorandum brief in support thereof, and may request oral argument.

(*h*) *Reply briefs.*—Reply memorandum briefs may be filed by any party to the proceeding within 30 days from the filing of the Commission's proposed report or findings of fact and conclusions. If no request for oral argument is made within said 30-day period all parties shall be considered as waiving any right thereto.

(*i*) *Service of exceptions or briefs.*—At or prior to the date fixed for the filing of any exceptions, memorandum brief, or request for oral argument, the party filing the same shall serve at least one copy thereof, as provided in section 1.141, upon all other parties to the proceeding, and no exceptions or memorandum brief will be accepted or considered by the Commission unless accompanied by an affidavit showing this requirement has been met.

(*j*) *Request for oral argument; waiver.*—Within 5 days of the filing with the Commission of a request for oral argument by any party to a proceeding all parties to such proceeding shall file written notice of desire to appear and participate in such oral argument. In the absence of the filing of such written notice by any party his right to oral argument will be considered as waived.

(*k*) *Number of copies.*—Fifteen copies of any proposed findings of fact and conclusions, exceptions, or memorandum briefs filed in connection with any hearing shall be filed with the Commission.

§1.232 *Hearings before more than one person.*—The authority to perform any act in connection with a hearing vested in a "presiding officer" under these rules shall be vested in a majority of the persons conducting the hearing if the hearing is conducted by more than one person.

## MOTIONS DOCKET

§1.251 *Matters to be heard.*—All motions, petitions, or matters in cases designated for formal hearing, excepting motions and petitions requesting final disposition of a case on its merits, those having the nature of an appeal to the Commission, and those requesting change or modification of a final order made by the Commission, shall be placed upon the motions docket for hearing.

§1.252 *Proposed orders.*—All motions or petitions shall be accompanied by a proposed order or orders which, if the relief requested is granted, may be entered in the docket of the proceeding so as to evidence all action taken on the motion or petition.

§1.253 *Time of calling; continuances.*—The motions docket will be called at the offices of the Commission at such times as the Commission may designate, and the presiding officer shall have the authority to continue any motion, petition, or other matter presented to a future date, and may, proper notice having been given, hear any motion at any time.

§1.254 *Time for filing motions.*—No such motion, petition, or other matter presented shall be called, considered, or determined in the absence of consent by all parties unless the same shall have been on file, accompanied by proof of service upon all interested parties, with the Commission for a period of 5 days: *Provded, however,* That all petitions, motions, or other matters involving parties residing in the States set out in section 1.10 or residing beyond the continental limits of the United States shall not be called, considered, or determined in the absence of consent of all parties until the expiration of 7 days.

§1.255 *Oppositions; right to be heard.*—During the time specified in section 1.254, any party in interest shall have the right to file an opposition thereto. Such opposition shall show service on the petitioner or moving party. Parties filing oppositions shall have the right to be heard on the day designated for hearing of the motion, petition, or other matter against which the opposition is directed. Any party desiring to waive oral argument on any motion, or opposition thereto, may indicate such desire by an appropriate notation or by a statement to that effect upon the call of the docket. In case oral argument is waived by any party, such motion or opposition shall be considered together with any memoranda or briefs which may be filed in support thereof; and the waiving of oral argument by any party shall not preclude the holding of oral argument by any other party desiring same.

§1.256 *Adverse ruling; exceptions.*—Where a ruling on any petition, motion, or other matter is adverse to an interested party, said interested party may except thereto, and when the matter comes on for the hearing of the evidence, he shall state into the record at such hearing that he reserves an exception to the ruling made by the presiding officer of the motions docket and request that such exception be noted and carried forward in the record. In the event such interested party fails to note his exception taken at the time ruling was made by the presiding officer of the motions docket, such exception shall be considered waived. Within 2 days from the date of any ruling on any petition, motion, or other matter by the presiding officer of the motions docket, any interested party may petition for a review of such ruling by a quorum of the Commission, such p[illegible]ion fo[illegible]review shall not be essential for the preservation of any exceptio[illegible]

## REHEARINGS

§1.271 *Pe[illegible]ons; contents.*—Any party whose interests are aggrieved or adversely affected by any decision, order, or requirement of the Commission may file a petition for rehearing of the same or any matter determined therein as provided in section 405 of the act. Such petition for rehearing may request (1) reconsideration, either in cases decided after hearing or in cases of applications granted without hearing under title III of the act; (2) reargument; (3) reopening of the proceeding; (4) amendment of any finding, or (5) other relief. Such petition shall be specific as to the form of relief sought and, subject to this requirement, may contain alternative requests. Each such petition shall state with particularity in what respect the decision, order, or requirement or any matter determined therein is claimed to be unjust, unwarranted, or erroneous, and with respect to any finding of fact must specify the pages of record relied on. Where the existence of newly discovered evidence is claimed, the petition must be accompanied by a verified statement of the facts, together with the facts relied on to show that the petitioner, with due diligence, could not have known or discovered such facts at the time of the hearing.

§1.272 *Subscription and service.*—Each petition for rehearing shall be subscribed as provided in section 1.122 and served upon all parties participating in the hearing in the manner provided in section 1.141. In case the petition seeks reconsideration of a decision, order, or requirement made without a hearing, the party filing the petition shall serve the same in the manner provided in section 1.141 upon the party or parties to whom such decision, order, or requirement was directed.

1.273 *Opposition.*—An opposition to any petition for rehearing may be filed within 10 days after the filing of such petition, and shall be subscribed or verified as provided in section 1.122 and served upon all parties participating in the hearing in the manner provided in section 1.141.

§1.274 *Special calendar when granted.*—In case any petition for rehearing is granted, whether the taking of additional testimony is ordered or otherwise, the case shall be placed upon a special calendar and consideration of the same shall be expedited.

## SPECIAL PROVISIONS RELATING TO RADIO

(Application under part I of title III of the act)

1.351 *Place of filing; number of copies.*—Each application for construction permit or station license, and all papers incorporated therein and made a part thereof, with respect to the number of copies and place of filing, shall be submitted as follows:

| Class of station | Number of application forms required and method of filing |
|---|---|
| a. All classes of Alaskan stations, except broadcast and amateur. | 3 copies via inspector in charge, radio district No. 14, Seattle, Wash. |
| b. Aircraft ______________ | 1 copy direct to Washington, D. C. |
| c. Geophysical ____________ | Do. |
| d. All classes including portable, except standard broadcast, high frequency broadcast, international broadcast, television and amateur. | 2 copies direct to Washington, D. C. |
| e. Ship __________________ | 1 copy direct to Washington, D. C. |
| f. Standard broadcast, high frequency broadcast, international broadcast and television. | 3 copies direct to Washington, D. C. |
| g. Amateur ______________ | 1 copy to be sent as follows: (a) To proper district office if it requires personal appearance for operator examination under direct supervision from that office; (b) direct to Washington, D. C., in all other cases, including examination for class C privileges. |

§1.352 *Contents.*—Each application shall be specific with regard to frequency or frequencies, power, hours of operation, equipment, location of the station, and other information required by the application forms. An application for broadcast facilities in the band 550 kilocycles to 1600 kilocycles shall be limited to one specific frequency. An application for radio station construction permit or license requesting alternate facilities will not be accepted.

§1.353 *Full disclosures.*—Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial, and other qualifications, and as to all matters and things required to be disclosed by the application forms.

§1.354 *Additional statements.*—In addition the Commission may require an applicant to submit such documents and written statements of fact, under oath, as in its judgment may be necessary.

§1.355 *Installation or removal of apparatus.*—Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least 60 days prior to the contemplated removal and/or installation.

§1.356 *Forfeiture of construction permits: extensions of time.*—(*a*) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified therein or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(*b*) Any application[1] for extension of time within which to construct a sta-

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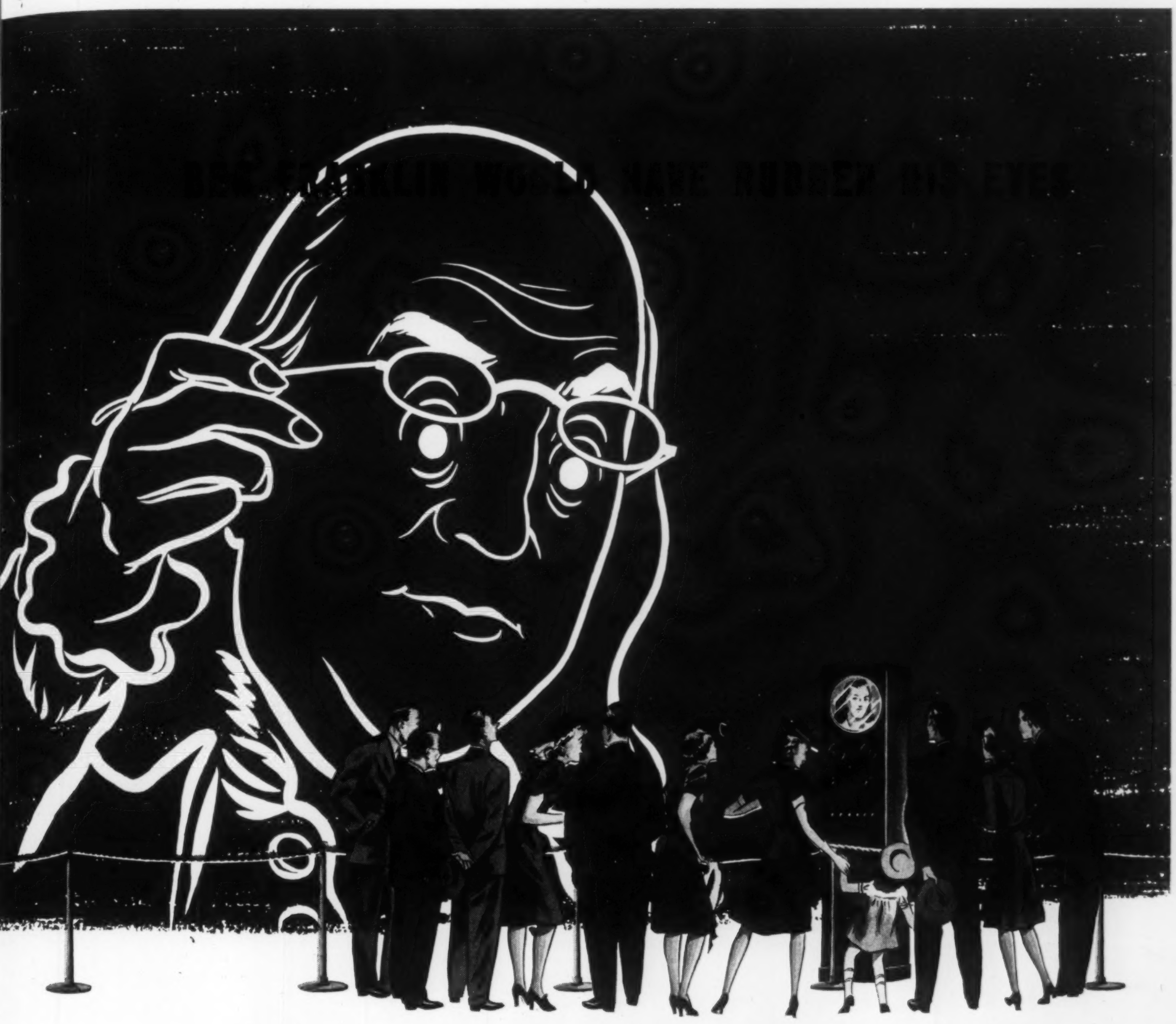
[1] F. C. C. Form No. 701.

# BEN FRANKLIN WOULD HAVE RUBBED HIS EYES



## at this demonstration of a great new industry

Near where Ben Franklin revealed his electrical discoveries, other American scientists in 1934* first demonstrated to the public a new modern-day wonder . . . *electronic television.*

Using equipment developed and built by Farnsworth engineers, the showing drew crowds to Philadelphia's famed Franklin Institute to see a practical exhibition of electronic television.

Television is no longer a novelty. After the war, which has slowed its public growth but advanced its technical development, television will offer a most unusual opportunity—especially to those with a background of experience or interest in radio. Hundreds of telecasting studios must be built and operated. Networks must be organized. The field is vast — and promising.

Building the audience and interesting potential sponsors is the job of Farnsworth advertising today. Our 100% war production, our continuing research, too, help to bring the era of universal television closer.

Today, our business is military. Tomorrow, we will be ready to discuss all phases of television transmission and reception to provide for your needs.

**Another in a series of advertisements depicting milestones in the history of television.*

---

LOOK FOR the Farnsworth Television advertisement in: November 15 *Newsweek* and November 27 *Collier's*.

**FARNSWORTH TELEVISION**

**• Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.**

# FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 390)

tion shall be filed at least thirty days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than thirty days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension.

§1.357 *License following construction permit.*—In all cases where a construction permit is required by section 319 of the act for the construction of a station, the application for station license (or for station license or modification thereof, if for station other than broadcast) shall be filed by permittee prior to service or program tests.

§1.358 *Where construction permit not required.*—Each application for a new license, except amateur, where a construction permit is not a prerequisite thereto, shall be filed at least 60 days prior to the contemplated operation of the station: *Provided, however*, That in emergency and for good cause shown, the Commission may waive the requirements of this rule.

§1.359. *Modification of license.*—An application for modification of license, except amateur, and except as otherwise provided by these rules, may be filed for change in frequency, change in operating power where no construction is necessary, change in hours of operation, and for change in name of licensee where no change in ownership or control is involved. In case of a broadcast station, an application for modification of license may be filed for change in location of main studio. In case of all stations other than broadcast, an application for modification of license may be filed for change in points of communication, change in nature of authorized service, and to cover an outstanding construction permit where the station is already licensed. Except when filed to cover construction permit, each application for modification of license shall be filed at least 60 days prior to the contemplated modification of license: *Provided, however*, That in emergencies and for good cause shown, the requirements hereof may be waived insofar as time for filing is concerned.

§1.360 *Renewal of license.*—Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least 60 days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a standard broadcast station will be considered unless there is on file with the Commission, the balance sheet and income statement currently required by section 1.361, reference to which by date and file number shall be included in the application.

§1.361 *Financial statements.*[2]—Each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on such forms as may be prescribed by the Commission, a balance sheet showing the financial condition of the licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed as provided in section 1.121.

§1.362 *Filing directed by Commission.*—Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a date certain, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

§1.363 *Temporary extension of station licenses.*—Where there is pending before the Commission any application, investigation, or proceeding which, after hearing, might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing license, the Commission may, in its discretion, grant a temporary extension of such license: *Provided, however*, That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license: *And provided further*, That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

§1.364 *Assignment or transfer of control.*—(*a*) *General.*—(1) Voluntary: Application for consent to voluntary assignment of a construction permit or license, or for consent to voluntary transfer of control of a corporation holding a construction permit or license, shall be filed with the Commission at least 60 days prior to the contemplated effective date of assignment or transfer of control. If the assignment or transfer is voluntary, the appropriate application shall be fully executed by all parties.

(2) Involuntary: In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation which is a permittee or licensee.

(i) the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(ii) within thirty days after the occurrence of such death or legal disability (except in the case of a ship or amateur station), application shall be filed for consent to involuntary assignment of such permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved. In the case of ship and amateur stations, involuntary assignment of licenses will not be made; such licenses shall be surrendered for cancellation upon the death or legal disability of the licensee.

(*b*) *Broadcast.*—With each such application, involving any standard broadcast station construction permit or license, there shall be submitted under oath or affirmation all information required to be disclosed by the application forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(*c*) *Other than broadcast.*—In all classes of applications for consent to assignment of construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (*b*), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

§1.365 *Special temporary authorizations.*—(*a*) Special temporary authority may be granted for the operation of a station for a limited time, or in a manner and to an extent or for service other or beyond that authorized in an existing license upon proper application therefor:[3] *Provided, however*, That no such request will be considered unless:

(1) It is received by the Commission at least 10 days previous to the date of proposed operation: *Provided, however*, That any such request received within less than 10 days may be accepted upon due showing of sufficient reasons for the delay in submitting such request;

(2) Full particulars as to the purpose for which the request is made are stated.

(*b*) If the request is for operation of a standard broadcast station, the following additional requirements shall apply:

(1) No such authority may be granted to a person other than the licensee of an existing standard broadcast station.

(2) The request shall be limited to a definite or temporary period or periods for the transmission of programs or events which are not recurrent, and approval thereof will not be granted for a period in excess of 30 days.

(3) The request shall show that it has been seasonably submitted to other stations whose operations may be affected (to be determined as indicated below), and the date on which such request was so submitted, which such stations shall submit direct to the Commission waiver of objection to the granting thereof or a statement of the nature of any objections that such stations may desire to interpose.

(4) If the request is for operation upon a clear channel, showing required above shall be made with respect to the class I station or stations on the channel.

(5) If the request is made by time-sharing station, the showing required above shall be made with respect to the station or stations with which time is shared.

(6) In any case, the showing required above must be made with respect to any station on the same or adjacent channels when any such station is located within the interference range of the station making the request to be determined by the "Standards of Good Engineering Practice Concerning Standard Broadcast Stations."

(7) Waiver of objections, or statement of objections, when furnished under this rule, shall be forwarded direct to the Commission by the responding station, and in the case of waiver shall show whether the waiver covers simultaneous operation or whether the station is giving up the time sought by the applicant. Where it appears that the proposed operation has been seasonably submitted to the station or stations referred to in subparagraphs (4), (5), and (6), above, and no reply has been received, it will be considered that such stations have waived any objections to the granting of the request.

§1.366 *Special service authorizations.*—Special service authority may be issued to the licensee of a standard broadcast station or, in connection with the furnishing of facilities for service to the United States Government, to the licensee of an international broadcast station or an international point-to-point station, for a service other or beyond that authorized in its existing license for a period not exceeding that of its existing license.

Application for special service authorization for standard broadcast stations must be made by formal application[4] and a satisfactory showing must be made in regard to the following, among others:

(*a*) That the requested operation may not be granted on a regular basis under the existing rules governing the operation of standard broadcast stations;

(*b*) That experimental operation is not involved as provided for by Section 3.32 of the Rules and Regulations;

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[2] See also section 43.1 of the Rules and Regulations which requires the filing by licensees and permittees of all classes of broadcast stations of reports as to ownership, operation, interests therein, contracts, etc.

[3] Informal applications.

[4] Form 317.

**Paul F. Godley**

*Consulting Radio Engineer*

**Phone:**

**Montclair (N. J.) 2-7859**

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UNITED ELECTRONICS COMPANY

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ARMY E NAVY

**UNITED**
**ELECTRONICS COMPANY**
NEWARK, 2 New Jersey
*Transmitting Tubes EXCLUSIVELY Since 1934*

# FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 392)

(c) That public interest, convenience, and necessity will be served by the authorization requested.

§1.367 *Inconsistent or conflicting applications.*—When an applicant has an application pending and undecided, no other inconsistent or conflicting application filed by the same applicant, his successor or assignee, or on behalf or for the benefit of said applicant, will be accepted for consideration.

§1.368 *Multiple applications; broadcast service.*—In the broadcast service, while there is one application for new or additional facilities pending for a standard, international, television, facsimile, high frequency, or experimental broadcast station, the Commission will not consider another application for new or additional facilities for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest. Two such applications may not be filed simultaneously.

§1.369 *Repetitious applications.*—(*a*) *Broadcast services.*—In the broadcast service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new standard, international, television, facsimile, high frequency, or developmental broadcast station, or or for an extension or enlargement of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of 12 months from the effective date of the Commission's order.

(b) *Other radio services.*—In any other radio service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for new station, or for an extension or enlargement of service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider a like application involving service of the same kind to the same area by the same applicant, or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of 12 months from the effective date of the Commission's order: *Provided, however,* That the Commission may waive the requirements of this rule in situations affecting safety of life or property.

§1.370 *Pending appeal.*—Where an appeal has been taken from the action of the Commission in denying a particular application, another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

### ACTION ON APPLICATION

§ 1.381 *Partial grants.*—Where any application is granted in part, or with any privileges, terms, or conditions other than those requested, without a hearing thereon, the action of the Commission shall be considered as granting such application unless the applicant shall, within 20 days from the date on which public announcement of such grant is made, or from its effective date if a later date is specified, file with the Commission a written request for a hearing with respect to the part, or with respect to the privileges, terms, or conditions, not granted. Upon receipt of such request, the Commission will vacate its original action upon the application and set the application for hearing in the same manner as other applications are set for hearing, and the applicant and other parties in interest will be notified thereof.

§1.382 *Designation for hearing.*—In cases where an application for radio facilities is proper upon its face but the Commission is unable to determine upon examination of the same that the granting of such application, either in whole or in part, would serve public interest, convenience or necessity, the Commission will designate the same for hearing and the following procedure will govern it:

(a) The secretary shall forthwith mail a written notice to the applicant setting forth the action of the Commission designating the application for hearing, together with such statement of the Commission's reasons therefor as shall be appropriate to the nature of the application.

(b) In order to avail himself of the opportunity to be heard, the applicant, in person or by his attorney, shall, within 15 days of the mailing of the notice of designation for hearing by the secretary, file with the Commission a written appearance stating that he will appear and present evidence on the issues specified in the statement of reasons furnished by the Commission on such date as may be fixed for the hearing. In cases other than standard broadcast, high frequency broadcast, international broadcast and television, the applicant will accompany his appearance with an additional copy of his application and supporting documents.

### ANSWERS TO NOTICES OF VIOLATION

§1.391 *Under title III of the act.*—Any licensee receiving official notice of a violation of the terms of the Communications Act of 1934, any legislative act, Executive order, treaty to which the United States is a party, or the Rules and Regulations of the Federal Communications Commission, shall, within 3 days from such receipt, send a written answer direct to the Federal Communications Commission at Washington, D. C., and a copy theerof to the office of the Commission originating the official notice when the originating office is other than the office of the Commission in Washington, D. C.: *Provided, however,* That if an answer cannot be sent nor acknowledgement made within such 3-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to some violation that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, are taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission, such identification as will permit of ready reference. If the notice of violation relates to some lack of attention or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

### REVOCATION AND MODIFICATION OF STATION LICENSES

§1.401 *Revocation.*—Whenever the Commission shall institute a revocation proceeding against the holder of any radio station construction permit or license under section 312 (a), it shall initiate said proceeding by serving upon said licensee an order of revocation effective not less than 15 days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within 15 days after receipt of said order. Upon the filing of such written request for hearing by said licensee the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time hereinabove set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person

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Consulting Radio Engineers

National Press Building, Washington, D.C.

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*RECORDING BLANK DIVISION*

*395 BROADWAY, NEW YORK 13, N. Y.*

# FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 394)

whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the licensee resides.

§1.402 *Modification.*—(*a*) *Order to show cause.*—Whenever the Commission shall determine that public interest, convenience, and necessity would be served, or any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license either for a limited time, or for the duration of the term thereof, it shall issue an order for such licensee to show cause why such construction permit or license should not be modified.

(*b*) *Contents of order to show cause.*—Such order to show cause shall contain a statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is directed, to be and appear at a place and time therein named, in no event to be less than 30 days from the date of receipt of the order to show cause why the proposed modification should not be made and the order of modification issued.

(*c*) *Failure to appear.*—If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

### SUSPENSION OF OPERATOR LICENSES

§1.411 *Order of suspension.*—No order of suspension of any operator's license shall take effect until 15 days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said 15 days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have 15 days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the 15-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission shall deem appropriate. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension.

§1.412 *Proceedings.*—Proceedings for the suspension of an operator's license shall in all cases be initiated by the entry of an order of suspension. Respondent will be given notice thereof together with notice of his right to be heard and to contest the proceeding. The effective date of the suspension will not be specified in the original order but will be fixed by subsequent motion of the Commission in accordance with the conditions specified above. Notice of the effective date of suspension will be given respondent, who shall send his operator license to the office of the Commission in Washington, D. C., on or before the said effective date, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

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### DEFINITIONS[5]

§2.1 *Permittee.*—"Permittee" means the holder of a radio station construction permit.

§2.2 *Station licensee.*—"Station licensee"[6] means the holder of a radio station license.

§2.3 *Operator licensee.*—"Operator licensee" means the holder of a license or permit for the technical operation (manipulate the controls) of a licensed radio station.

§2.4 *Radio station.*—"Radio station" or "Station" means a station equipped to engage in radio communication or radio transmission of energy. A station includes all apparatus used at a particular location for one class of service and operated under a single instrument of authorization. Radio stations are classified according to the nature of the service they furnish and in each service there may be several classes of radio stations as hereinafter provided.

§2.5 *Useful radio spectrum.*—"Useful radio spectrum" means the total

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[5] For additional definitions see Appendix A, page 1.

[6] A licensee may hold more than one license. The provisions of any rules of the Commission imposing requirements on licensees shall be considered to apply only with respect to the particular class of station to which the rule relates unless the context otherwise clearly requires.

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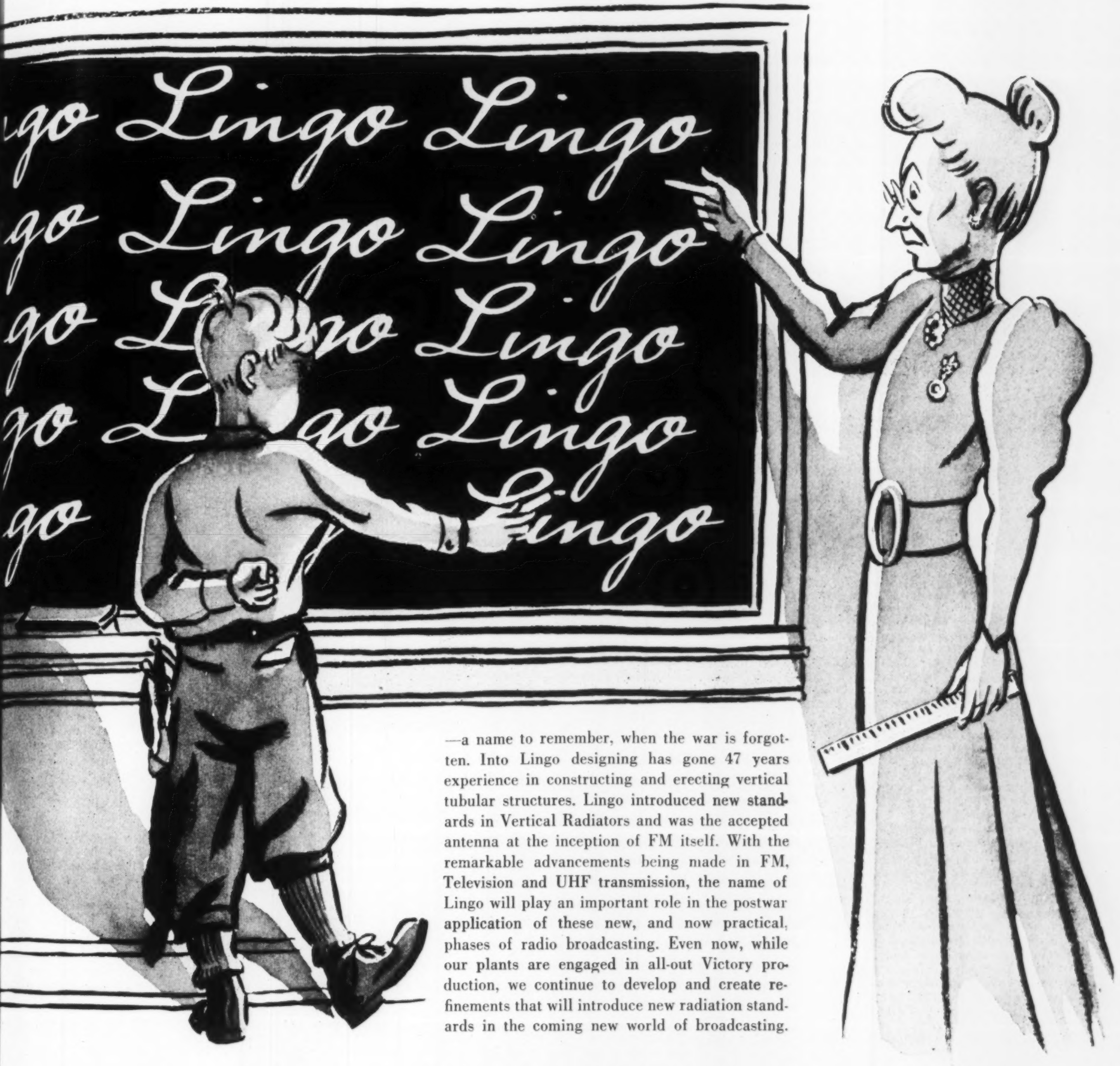

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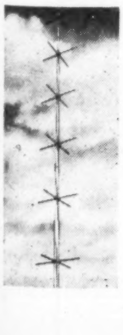

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# FCC RULES & REGULATIONS FOR BROADCAST SERVICES

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number of frequencies or wavelengths which may be used for the transmission of energy, communications, or signals by radio.[7]

§2.6 *Television.*—"Television" is a system of communication in which transient visual images of moving or fixed objects are transmitted for reception by visual observation.

§2.7 *Facsimile.*—"Facsimile" is a system of communication in which images are transmitted for record reception.

§2.8 *Type A facsimile.*—"Type A facsimile" is a system of facsimile communication in which images are built up of lines or dots of constant intensity.

§2.9 *Type B facsimile.*—"Type B facsimile" (telephotography, photoradio, etc.), is a system of facsimile communication in which images are built up of lines or dots of varying intensity.

§2.10 *Cycles, kilocycles, megacycles.*—In these regulations and in any instrument of authorization issued pursuant thereto the term "cycles" shall be construed to mean cycles per second; "kilocycles" to mean kilocycles per second; and "megacycles" to mean megacycles per second.

§2.11 *Carrier wave.*—A "carrier wave" is:

(*a*) In a frequency stabilized system, the sinusoidal component of a modulated wave whose frequency is independent of the modulating wave; or

(*b*) The output of a transmitter when the modulating wave is made zero; or

(*c*) A wave generated at a point in the transmitting system and subsequently modulated by the signal; or

(*d*) A wave generated locally at the receiving terminal which when combined with the sidebands in a suitable detector produces the modulating wave.

§2.12 *Carrier frequency.*—A "carrier frequency" is the frequency of the carrier wave.

§2.13 *Authorized, licensed, assigned frequency.*—"Authorized frequency", "licensed frequency", or "assigned frequency" means the carrier frequency assigned to a station by the Commission and specified in the instrument of authorization.

§2.14 *Operating frequency.*—"Operating frequency" means the carrier frequency that is actually generated by a station.

§2.15 *Communication band.*—"Communication band" means the frequency band or width of the frequency band required for the type of emission authorized.

§2.16 *Authorized band.*—"Authorized band" means the frequency band or width of the frequency band within which the emissions of a station shall be confined. Its width comprises the "communication band" and twice the "frequency tolerance."

§2.17 *Authorized or licensed power.*—"Authorized power" or "licensed power" means the power assigned to a radio station by the Commission and specified in the instrument of authorization.

§2.18 *Operating power.*—"Operating power" means the power that is actually supplied to the radio station antenna. This power is computed by one of the several methods hereinafter described in these regulations.

§2.19 *Maximum rated carrier power.*—"Maximum rated carrier power" is the maximum power at which the transmitter can be operated satisfactorily and is determined by the design of the transmitter and the type and number of vacuum tubes used in the last radio stage.

§2.20 *Plate input power.*—"Plate input power" means the product of the direct plate voltage applied to the tubes in the last radio stage and the total direct current flowing to the plates of these tubes, measured without modulation.

§2.21 *Antenna power.*—"Antenna input power" or "antenna power" means the product of the square of the antenna current and the antenna resistance at the point where the current is measured.

§2.22 *Antenna current.*—"Antenna current" means the radio-frequency current in the antenna with no modulation.

§2.23 *Antenna resistance.*—"Antenna resistance" means the total resistance of the transmitting antenna system at the operating frequency and at the point at which the antenna current is measured.

§2.24 *Modulation.*—"Modulation" is the process of producing a wave, some characteristic of which varies as a function of the instantaneous value of another wave. called the modulating wave.

§2.25 *Modulator stage.*—"Modulator stage" means the last amplifier stage of the modulating wave which modulates a radio-frequency stage.

§2.26 *Modulated stage.*—"Modulated stage" means the radio-frequency stage to which the mdulator is coupled and in which the continuous wave (carrier wave) is modulated in accordance with the system of modulation and the characteristics of the modulating wave.

§2.27 *Last radio stage.*—"Last radio stage" means the oscillator or radio-frequency-power amplifier stage which supplies power to the antenna.

§2.28 *Percentage modulation (amplitude).*—"Percentage modulation" with respect to an amplitude modulated wave means the ratio of half the difference between the maximum and minimum amplitudes of the amplitude modulated wave to the average amplitude, expressed in percentage.[8]

§2.29 *Percentage modulation (frequency).*—"Percentage modulation" with respect to a frequency modulated radio wave, is the ratio of the frequency difference between the fixed carrier frequency and the resultant modulated frequency and the frequency difference required for 100-percent modulation, expressed in percentage.

§2.30 *Maximum percentage modulation.*—"Maximum percentage of modulation" means the greatest percentage of modulation that may be obtained by a transmitter without producing in its output harmonics of the modulating frequency in excess of those permitted by these regulations.

§2.31 *High-level modulation.*—"High-level modulation" is modulation produced in the last radio stage of the system.

§2.32 *Low-level modulation.*—"Low-level modulation" is modulation produced in an earlier stage than the final.

§2.33 *Plate modulation.*—"Plate modulation" is modulation produced by introduction of the modulating wave into the plate circuit of any tube in which the carrier frequency wave is present.

§2.34 *Grid modulation.*—"Grid modulation" is modulation produced by introduction of the modulating wave into any of the grid circuits of any tube in which the carrier frequency wave is present.

§2.35 *Special provisions for apparatus employing alternating plate supply (self-rectifying plate supply).*—In the application of these rules to equipment authorized and designed for the use of alternating current or voltage, as plate supply for the last radio stage, the terms "direct current" and "direct voltage" shall be considered as referring to the equivalent effective alternating current and voltage, and terms having possible application only to equipment designed for the use of direct current shall not apply whenever these terms are used in these rules.

§2.36 *Standard time: daylight saving time.*—Pursuant to Public Law No. 403 approved January 20, 1942, all references to "Standard Time," wherever found in these Rules and Regulations or in any order or instrument of authorization issued by this Commission shall be one hour in advance of "Mean Astronomical Time." "Daylight Saving Time" shall be one hour earlier than "Standard Time"; i.e., two hours in advance of "Mean Astronomical Time."

## ADMINISTRATIVE REGULATIONS

§2.41 *Period of construction.*—Each construction permit will specify a maximum of 60 days from the date of granting thereof as the time within which construction of the station shall begin, and a maximum of six months thereafter as the time within which construction shall be completed and the station ready for operation, unless otherwise determined by the Commission upon proper showing in any particular case.[5]

§2.42 *Equipment test.*—Upon completion of construction of a radio station in exact accordance with the terms of the construction permit, the technical provisions of the application therefor and the rules and regulations governing the class of station concerned and prior to filing of application for license, the permittee is authorized to test the equipment for a period not to exceed 10 days: *Provided*, That:

(*a*) The inspector in charge of the district in which the station is located is notified 2 days in advance of the beginning of tests.

(*b*) In the case of all broadcast stations the Commission also shall be notified 2 days in advance of the beginning of tests, which shall be conducted in the case of standard broadcast stations, only between 1 a.m. and 6 a.m., local standard time unless otherwise specifically authorized. Equipment tests shall not be conducted during the frequency monitoring period when the station is required to remain silent.

(*c*) The Commission may notify the permittee to conduct no tests or may cancel, suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity.

§2.43 *Service or program test.*—(*a*) When construction and equipment tests are completed in exact accordance with the terms of the construction permit, the technical provisions of the application therefor, and the rules and regulations governing the class of station concerned, and after an application for station license has been filed with the Commission showing the transmitter to be in satisfactory operating condition, the permittee is authorized to conduct service or program tests in exact accordance with the terms of the construction permit for a period not to exceed 30 days: *Provided*, That:

(1) The inspector in charge of the district in which the station is located is notified 2 days in advance of the beginning of such tests.

(2) In the case of all broadcast stations the Commission also shall be notified 2 days in advance of the beginning of tests.

(*b*) The Commission reserves the right to cancel such tests or suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience and necessity by notifying the permittee.

(*c*) Service or program tests will not be authorized after expiration date of the construction permit.

§2.44 *Authorization for tests not to be construed as license.*—The authorization for tests embodied in sections 2.42 and 2.43 shall not be construed as constituting a license to operate but as a necessary part of the construction.

§2.45 *License expiration time and periods.*—Each station license will be issued so as to expire at the hour 3 a.m., eastern standard time. The normal license periods and expiration dates are specified under the rules governing the class of station concerned. Unless otherwise ordered, when an application for a new station license is granted within three months of the expiration date for licenses of the particular class of station involved, the license shall be issued for the unexpired period of the current license term and for the full succeeding term. If granted more than three months from the normal expiration date, the license will be issued for the unexpired period of the current license term only.

§2.46 *License, simultaneous modification and renewal.*—When an application is granted by the Commission necessitating the issuance of a modified license less than 60 days prior to the expiration date of the license sought to be modified, and an application for renewal of said license is granted subsequent or prior thereto (but within 30 days of expiration of the present license) the modified license as well as the renewal license shall be issued to conform to the combined action of the Commission.

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[7] At the present development of the art the useful radio spectrum is considered to extend from 10 kilocycles to 30000000 kilocycles or 30000 meters to 0.01 meters. These frequencies are classified into bands with designations and abbreviations as follows:

| | *Frequency in Kilocycles* | | | | *Designations* | *Abbreviations* |
|---|---|---|---|---|---|---|
| | 10 | to | 30 | inclusive | Very Low | VLF |
| Above | 30 | to | 300 | " | Low | LF |
| " | 300 | to | 3000 | " | Medium | MF |
| " | 3000 | to | 30000 | " | High | HF |
| " | 30000 | to | 300000 | " | Very High | VHF |
| " | 300000 | to | 3000000 | " | Ultra High | UHF |
| " | 3000000 | to | 30000000 | " | Super High | SHF |

This range may be extended as progress of the art warrants.

[8] In linear modulation the average amplitude of the envelope is equal to the amplitude of the unmodulated wave, provided there is no zero-frequency component in the modulating signal wave (as in telephony). For modulating signal waves having unequal positive and negative peaks, positive and negative modulation factors may be defined as the ratios of the maximum departures (positive and negative) of the envelope from its average value, to its average value.

[5] See section 1.356 Rules of Practice and Procedure.

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# FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 398)

§2.47 *Maintenance tests of licensed stations.*—Station licensees are authorized to carry on such routine tests as may be required for the proper maintenance of the stations under the rules governing the class of station concerned, provided that the tests shall be so conducted as not to cause interference with the service of other stations.

§2.48 *Station inspection.*—The licensee of any radio station shall make the station available for inspection by representatives of the Commission at any reasonable hour and under the regulations governing the class of station concerned.

§2.49 *Call letter assignment.*—The call letters of a radio station shall normally be designated in alphabetical order from groups available for assignment.

§2.50 *Deletion of call letters.*—The call letters of a radio station will be deleted in either of the following instances:

(*a*) Where an existing instrument of authorization has expired and no application for renewal or extension thereof has been filed;

(*b*) Where a license has been revoked, surrendered or canceled.

§2.51 *Station license, posting of.*—The original of each station license shall be posted in the transmitter room or kept in the manner specified in the regulations governing the class of station concerned.

§2.52 *Operator license, posting of.*—The original license of each station operator shall be posted at the place where he is on duty or kept in his possession in the manner specified in the regulations governing the class of station concerned.

§2.53 *Operators, place of duty.*—(*a*) Except as may be provided in the rules governing a particular class of station, one or more licensed operators of the grade specified by these rules and regulations shall be on duty at the place where the transmitting apparatus of each station is located and in actual charge thereof whenever it is being operated; *Provided, however,* That:

(1) Subject to the provisions of paragraph (*b*) of this section, in the case of a station licensed for service other than broadcast, where remote control is used, the Commission may modify the foregoing requirements upon proper application and showing being made so that such operator or operators may be on duty at the control station in lieu of the place where the transmitting apparatus is located.

(2) In the case of two or more stations, except amateur and broadcast, licensed in the name of the same person to use frequencies above 30000 kilocycles only, a licensed radio operator of any class except amateur or holder of restricted radiotelephone or radiotelegraph operator permit who has the station within his effective control, may be on duty at any point within the communication range of such stations in lieu of the transmitter location or control point during the actual operation of the transmitting apparatus and shall supervise the emissions of all such stations so as to insure the proper operation in accordance with the station license.

(*b*) Authority to employ an operator at the control point in accordance with paragraph (*a*) (1) of this section shall be subject to the following conditions:

(1) The transmitter shall be so installed and protected that it is not accessible to other than duly authorized persons.

(2) The emissions of the transmitter shall be continuously monitored at the control point by a licensed operator of the grade specified for the class of station involved.

(3) Provision shall be made so that the transmitter can quickly and without delay be placed in an inoperative condition in the event there is a deviation from the terms of the station license.

(4) The radiation of the transmitter shall be suspended immediately when there is a deviation from the terms of the station license.

§2.54 *Retention of radio station logs.*—Logs of a radio station, when required elsewhere in these rules and regulation to be made or kept, shall be retained by the licensee for a period of 1 year unless otherwise provided by the rules governing the particular service or class of station concerned: *Provided, however,* That logs involving communications incident to a disaster or which include communications incident to or involved in an investigation by the Commission and concerning which the licensee has been notified, shall be retained by the licensee until specifically authorized in writing by the Commission to destroy them: *Provided, further,* That logs incident to or involved in any claim or complaint of which the licensee has notice shall be retained by the licensee until such claim or complaint has been fully satisfied or until the same has been barred by statute limiting the time for the filing of suits upon such claims.

§2.55 *Logs, by whom kept.*—Each log shall be kept by the person or persons competent to do so, having actual knowledge of the facts required, who shall sign the log when starting duty and again when going off duty. The logs shall be made available upon request by an authorized representative of the Commission.

§2.56 *Log form.*—The log shall be kept in an orderly manner, in suitable form, and in such detail that the data required for the particular class of station concerned, are readily available. Key letters or abbreviations may be used if proper meaning or explanation is contained elsewhere in the log.

§2.57 *Correction of logs.*—No log or portion thereof shall be erased, obliterated, or willfully destroyed within the period of retention provided by the rules. Any necessary correction may be made only by the person originating the entry who shall strike out the erroneous portion, initial the correction made, and indicate the date of correction.

§2.58 *Rough logs.*—Rough logs may be transcribed into condensed form, but in such case the original log or memoranda and all portions thereof shall be preserved and made a part of the complete log.

§2.59 *Distress messages.*—Each station licensee shall give absolute priority to radio communications or signals relating to ships or aircraft in distress; shall cease all sending on frequencies which will interfere with hearing a radio communication or signal of distress and except when engaged in answering or aiding the ship or aircraft in distress, shall refrain from sending any radio communications or signals until there is assurance that no interference will be caused with the radio communications or signals relating thereto; and shall assist the vessel in distress, so far as possible, by complying with its instructions.

§2.60 *Control of distress traffic.*—The control of distress traffic shall devolve upon the mobile station in distress or upon the station which by application of the provisions of section 2.61 has sent the distress call. These stations may delegate the control of the distress traffic to another station.

§2.61 *Retransmission of distress message.*—Any station which becomes aware that a mobile station is in distress may transmit the distress message in the following cases:

(*a*) When the station in distress is not itself in a position to transmit the message.

(*b*) In the case of mobile stations, when the master or the person in charge of the ship, aircraft, or other vehicle carrying the station which intervenes believes that further help is necessary.

(*c*) In the case of other stations, when directed to do so by the station in control of distress traffic or when it has reason to believe that a distress call which it has intercepted has not been received by any station in a position to render aid.

§2.62 *Resumption of operation after distress.*—No station having been notified to cease operation shall resume operation on frequency or frequencies which may cause interference until notified by the station issuing the original notice that the station involved will not interfere with distress traffic as it is then being routed or until the receipt of a general notice that the need for handling distress traffic no longer exists.

§2.63 *Operation during emergency.*—The licensee of any station, except amateurs, may, during a period of emergency in which the normal communication facilities are disrupted as a result of hurricane, flood, earthquake, or similar disaster, utilize such station for emergency communication service in communicating in a manner other than that specified in the station license, provided (1) that as soon as possible after the beginning of such emergency use notice be sent to the Commission in Washington, D. C., and to the inspector in charge of the district in which the station is located stating the nature of the emergency and the use to which the station is being put, and (2) that the emergency use of the station shall be discontinued as soon as substantially normal communication facilities are again available and the Commission in Washington, D. C., and the inspector in charge be notified immediately when such special use of the station is terminated. The Commission may at any time order the discontinuance of such service.

§2.64 *Portable-mobile station.*—"Portable-mobile station" means a radio station which is normally used while in motion and which is capable of being moved conveniently from one mobile unit to another, and is in fact so moved from time to time.

§2.65 *Station identification.*—When not required to identify itself by some other provision or provisions of the Rules and Regulations, every radio station shall identify itself by its regularly designated call letters as follows:

1. Every station operating in the broadcast service shall transmit its call letters at the beginning and end of each period of operation, and, during operation, at least once every hour.
2. Every station used for other than broadcast service shall transmit its call letters at the end of each transmission, and at least once every fifteen minutes during an exchange of communications.

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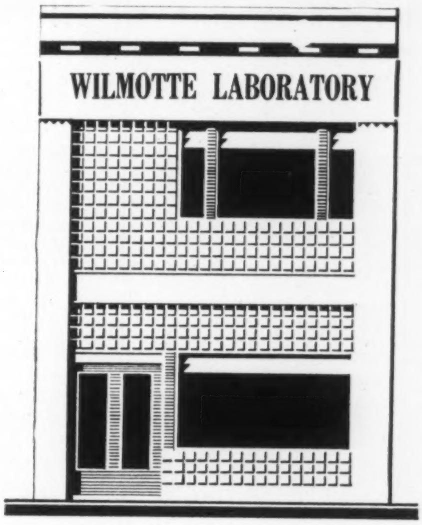

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# FCC RULES & REGULATIONS FOR BROADCAST SERVICES

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§2.66 *Discontinuance of operation.*—Unless otherwise required by the rules governing the particular service in which a radio station operates, the licensee of each fixed or land radio station, except stations operating in Alaska, shall notify the inspector in charge of the district where such station is located of any of the following changes in the status of such station at least two days before such change:

(*a*) Temporary discontinuance of operation for a period of ten days or more;

(*b*) The date of resumption of operation after temporary discontinuance of operation for a period of ten days or more;

(*c*) Permanent discontinuance of operation. *Provided, however,* Where any such discontinuance of operation is not voluntary and results from causes beyond the control of the licensee notice thereof shall be given not later than two days after such discontinuance of operation.

In all cases of permanent discontinuance of operation the licensee shall, in addition to notifying the inspector of intention to discontinue operation, immediately forward the station license to the Washington, D. C. office of the Commission for cancellation.

## TECHNICAL REGULATIONS

§2.71 *Allocation of frequencies.*—The center frequencies of each communication band and the allocation of frequencies to the various services will be in accordance with appendix B hereof.

§2.72 *Classification of emissions.*—Emissions shall be classified according to the purpose for which they are used, assuming their modulation or their possible keying to be only in amplitude as follows:[6]

1. Continuous waves:

*Type A0.*—Waves the successive oscillations of which are identical under fixed conditions.[7]

*Type A1.*—Telegraphy on pure continuous waves. A continuous wave which is keyed according to a telegraph code.

*Type A2.*—Modulated telegraphy. A carrier wave modulated at one or more audible frequencies; the audible frequency or frequencies or their combination with the carrier wave being keyed according to a telegraph code.

*Type A3.*—Telephony: Waves resulting from the modulation of a carrier wave by frequencies corresponding to the voice, to music or to other sounds.

*Type A4.*—Facsimile: Waves resulting from the modulation of a carr wave by frequencies produced at the time of the scanning of a fixed image w a view to its reproduction in a permanent form.

*Type A5.*—Television: Waves resulting from the modulation of a carrier wa by frequencies produced at the time of the scanning of fixed or moving obje

2. Damped waves:

*Type B.*—Waves composed of successive series of oscillations the amplitu of which, after attaining a maximum, decreases gradually, the wave trains be keyed according to a telegraph code.

*Communication band width.*—The frequency bands authorized to be occupi by the above types of emission are as shown in the following table:

| Type of transmission | Total width of the band in cycles For transmission with 2 sidebands |
|---|---|
| A-0 Continuous waves, no signaling. | |
| A-1 Telegraphy, pure, continuous wave:<br>Morse code.<br>Baudot code.<br>Stop-start printer | Numerically equal to the telegraph speed in bands fo the fundamental frequency, 3 times this width for th 3d harmonic, etc.<br>(For a code of 8 time elments (dots or blanks) pe letter and 48 times elements per word, the speed bands shall be equal to 0.8 times the speed in words pe minute.) |
| Scanning-type printer | 300-1000, for speeds of 50 words per minute, accordi to the conditions of operation and the number o lines scanned (for example, 7 or 12). Harmonics a not considered in the above values. |
| A-2 Telegraph modulated to musical frequency. | Figures appearing under A-1, plus twice the high modulation frequency. |
| A-3 Commercial telephony | Twice the number indicated by the CCIF Opini (about 6000 to 8000).[1] |
| Broadcasting | 15000 to 20000. |
| A-4 Facsimile | Approximately the ratio between the number of pic ture components[2] to be transmitted and the numbe of seconds necessary for the transmission. |
| A-5 Television | Approximately the product of the number of pictu components[2] multiplied by the number of pictu transmitted per second. |

§2.73 *Special emissions.*—Authorization for other types of emission may b issued and will be termed "special" in the instrument of authorization. Whe special emissions are authorized they will be described and limited as to band width by the instrument of authorization.

§2.74 *Permissible band width of emission.*—The band width described here in is the maximum permissible for the type of emission indicated. Unless other wise specifically provided by the rules governing the class of station concerned, the band width emitted shall not exceed the frequency separation band width as shown in the table of frequency allocations (appendix B).

§2.75 *Frequency measurement.*—The licensee of each station shall provi means for the measurement of the station frequency. The measurement of th station frequency shall be made by a means independent of the frequency contr of the transmitter and shall be conducted in accord with the regulations govern ing the class of station concerned.

§2.76 *Primary standard of frequency.*—The primary standard of frequen for radio frequency measurements shall be the national standard of frequen maintained by the National Bureau of Standards, Department of Commer Washington, D. C. The operating frequency of all radio stations will be deter mined by comparison with this standard or the standard signals of Stati WWV of the National Bureau of Standards.

§2.77 *Type B emission prohibited.*—No license shall be issued for th operation of any station using, or proposing to use, transmitting apparat employing damped wave (type B) emission, except for the operation of portab lifeboat apparatus for routine tests, and emergency communication in the op sea.

§2.78 *Frequency tolerance.*—The frequency tolerance for various classes o stations will be as specified in the regulations governing the class of stati concerned.

§2.79 *Operating power, computation of.*—The operating power shall be co puted by one of the following methods:

(*a*) By indirect measurement from the plate input power of the last radi stage, by multiplying the plate voltage by the total plate current of the la radio stage, and by a factor which is specified in the regulations governing th class of station concerned.

(*b*) By direct measurement of the antenna input power.

(*c*) By measurements of field intensity as specified by the regulations govern ing the class of station concerned.

§2.80 *Operating power tolerance.*—The operating power of all radio statio shall be maintained within the following tolerance of the authorized or licens power:

(*a*) When the maximum power only is specified, the operating power sha not be greater than necessary to carry on the service and in no event more th 5 percent above the maximum power specified.

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[6] Section 2.72 shall remain in effect until such time as the General Radio Regulations annexed to the International Telecommunication Convention, Madrid 1932, Revision of Cairo, 1938, shall have been ratified by the United States, from and after which date section 2.72 shall have no force or effect. [The Cairo Revision of the General Radio Regulations was ratified by the United States effective August 25, 1939.]

[7] These waves shall be used only in special cases, such as standard frequency emissions.

[8] "Objects" is used here in the optical sense of the word.

[1] It is recognized that the band-width may be wider for multiple-channel radioteleph and secret radiotelephony.

[2] Two picture components, one black and one white, constitute a cycle; thus, th modulation frequency equals one-half the number of components transmitted per seco

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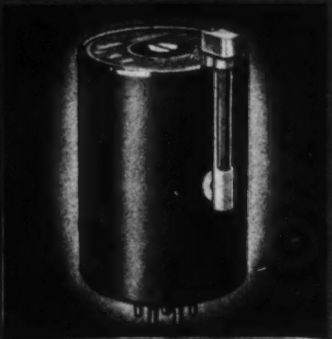

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# FCC RULES & REGULATIONS FOR BROADCAST SERVICES

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(*b*) When an exact power is specified, the operating power shall at all times be within the limits of 105 percent and 90 percent of the maximum power specified.

§2.81 *Changes in height or location of antenna.*—The licensee of a radio station, the transmitter of which is authorized at a fixed location, shall not make any changes, without the express authority of the Commission, either in the height or the location of the antenna or its supporting structures, except, in case of other than broadcast station when the existing or proposed antenna or structure has a maximum height not in excess of 100 feet above the ground, changes in height or local changes in location may be made without specific authorization. In no case shall any change in the height or the location of the antenna or its supporting structures be made without authority when located or proposed to be located within five miles of an airport recognized by the Civil Aeronautics Administration or within five miles of the center line of an established Federal airway.

§2.82 *Inspection of tower lights and associated control equipment.*—The licensee of any radio station which has an antenna or antenna supporting structure(s) required to be illuminated pursuant to the provisions of section 303(q) of the Communications Act of 1934, as amended:

(*a*) Shall make a visual observation of the tower lights at least once each twenty-four hours to insure that all such lights are functioning properly as required.

(*b*) Shall report immediately by telephone or telegraph to the nearest Airways Communication Station or Office of the Civil Aeronautics Administration any observed failure of the tower lights, not corrected within thirty minutes, regardless of the cause of such failure. Further notification by telephone or telegraph shall be given immediately upon resumption of the required illumination.

(*c*) Shall inspect at intervals of at least once each three months, all flashing or rotating beacons and automatic lighting control devices to insure that such apparatus is functioning properly as required.

## NATIONAL DEFENSE

§2.91 *National defense—free service.*—Any common carrier subject to the Communications Act may render to any agency of the United States Government free service in connection with the preparation for the national defense. Every such carrier rendering any such free service shall make and file, in duplicate, with the Commission, on or before the 31st day of July and on or before the 31st day of January in each year, reports covering the periods of six months ending on the 30th day of June and the 31st day of December, respectively, next prior to said dates. These reports shall show the names of the agencies to which free service was rendered pursuant to this rule, the general character of the communications handled for each agency, and the charges in dollars which would have accrued to the carrier for such service rendered to each agency if charges for all such communications had been collected at the published tariff rates.

§2.92 *National defense—emergency authorization.*—The Federal Communications Commission may authorize the licensee of any radio station during a period of national emergency to operate its facilities upon such frequencies, with such power and points of communication, and in such a manner beyond that specified in the station license as may be requested by the Army or Navy.

§2.93 *National defense—naval instructions regarding ship radio service.*—No provision of the Commission's rules and regulations shall, in time of war, prevent the master of any vessel of the United States from taking any action whatsoever in regard to the radio installation, the operators, the transmission and receipt of messages, and the radio service of the ship whenever in his discretion such action is necessary to carry out the instructions of United States naval control officers and other instructions issued by the Navy Department.

## PROVISIONS GOVERNING THE OPERATION OF CERTAIN LOW POWER RADIO FREQUENCY DEVICES

§2.101 *General.*—Pending the acquiring of more complete information regarding the character and effects of the radiation involved, the following provisions shall govern the operation of the low power radio frequency electrical devices hereinafter described.

§2.102 *Apparatus excepted from requirements of other rules.*—With respect to any apparatus which generates a radio frequency electromagnetic field functionally utilizing a small part of such field in the operation of associated apparatus not physically connected thereto and at a distance not greater than $\frac{157{,}000}{\text{f. (kc.)}}\text{ft.}\left[\frac{\lambda}{2\pi}\right]$ the existing rules and regulations of the Commission shall not be applicable, provided:

(*a*) That such apparatus shall be operated with the minimum power possible to accomplish the desired purpose.

(*b*) That the best engineering principles shall be utilized in the generation of radio frequency currents so as to guard against interference to established radio services, particularly on the fundamental and harmonic frequencies.

(*c*) That in any event the total electromagnetic field produced at any point a distance of $\frac{157{,}000}{\text{f. (kc.)}}\text{ft.}\left[\frac{\lambda}{2\pi}\right]$ from the apparatus shall not exceed 15 microvolts per meter.

(*d*) That the apparatus shall conform to such engineering standards as may from time to time be promulgated by the Commission.

§2.103 *Exceptions; interference to radio reception.*—The provisions of sections 2.101 and 2.102 shall not be construed to apply to any apparatus which causes interference to radio reception.

§2.104 *Inspection and test; certificates.*—Upon request, the Commission will inspect and test any apparatus described in sections 2.101 and 2.102, and on the basis of such inspection and test, formulate and publish findings as to whether such apparatus does or does not comply with the above conditions, and issue a certificate specifying conditions of operation to the party making such request.

## Part 3—RULES GOVERNING STANDARD AND HIGH-FREQUENCY BROADCAST STATIONS

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## Subpart A—Rules Governing Standard Broadcast Stations

### DEFINITIONS [1]

§3.1 *Standard broadcast station.*—The term "standard broadcast station" means a station licensed for the transmission of radio-telephone emissions primarily intended to be received by the general public and operated on a channel in the band 550-1600 kilocycles, inclusive.

§3.2 *Standard broadcast band.*—The term "standard broadcast band" means the band of frequencies extending from 550-1600 kilocycles, inclusive, both 550 kilocycles and 1600 kilocycles being the carrier frequencies of broadcast channels.

§3.3 *Standard broadcast channel.*—The term "standard broadcast channel" means the band of frequencies occupied by the carrier and two side bands of a broadcast signal with the carrier frequency at the center. Channels shall be designated by their assigned carrier frequencies. Carrier frequencies assigned to standard broadcast stations shall begin at 550 kilocycles and be in successive steps of 10 kilocycles.

§3.4 *Dominant station.*—The term "dominant station" means a class I station, as hereinafter defined, operating on a clear channel.

§3.5 *Secondary station.*—The term "secondary station" means any station except a class I station operating on a clear channel.

§3.6 *Daytime.*—The term "daytime" means that period of time between local sunrise and local sunset.

§3.7 *Nighttime.*—The term "nighttime" means that period of time between local sunset and 12 midnight local standard time.

§3.8 *Sunrise and sunset.*—The terms "sunrise and sunset" mean, for each particular location and during any particular month, the average time of sunrise and sunset as specified in the license of a broadcast station. (For tabulation of average sunrise and sunset times for each month at various points in the United States, see "Average Sunrise and Sunset Times.")

§3.9 *Broadcast day.*—The term "broadcast day" means that period of time between local sunrise and 12 midnight local standard time.

§3.10 *Experimental period.*—The term "experimental period" means that time between 12 midnight and local sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any standard broadcast station on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period. No station licensed for "daytime" or "specified hours" of operation may broadcast any regular or scheduled program during this period.

§3.11 *Service areas.*—(*a*) The term "primary service area" of a broadcast station means the area in which the ground wave is not subject to objectionable interference or objectionable fading.

(*b*) The term "secondary service area" of a broadcast station means the area served by the sky wave and not subject to objectionable interference. The signal is subject to intermittent variations in intensity.

(*c*) The term "intermittent service area" of a broadcast station means the area receiving service from the ground wave but beyond the primary service area and subject to some interference and fading.

§3.12 *Main studio.*—The term "main studio" means, as to any station, the studio from which the majority of its local programs originate, and/or from which a majority of its station announcements are made of programs originating at remote points.

§3.13 *Portable transmitter.*—The term "portable transmitter" means a transmitter so constructed that it may be moved about conveniently from place to place, and is in fact so moved about from time to time, but not ordinarily used while in motion. In the standard broadcast band, such a transmitter is used in making field intensity measurements for locating a transmitter site for a standard broadcast station. A portable broadcast station will not be licensed in the standard broadcast band for regular transmission of programs intended to be received by the public.

§3.14 *Auxiliary transmitter.*—The term "auxiliary transmitter" means a transmitter maintained only for transmitting the regular programs of a station in case of failure of the main transmitter.

§3.15 *Combined audio harmonics.*—The term "combined audio harmonics" means the arithmetical sum of the amplitudes of all the separate harmonic components. Root sum square harmonic readings may be accepted under conditions prescribed by the Commission.

§3.16 *Effective field.*—The term "effective field" or "effective field intensity" is the root-mean-square (RMS) value of the inverse distance fields at a distance of 1 mile from the antenna in all directions in the horizontal plane.

### ALLOCATION OF FACILITIES

§3.21 *Three classes of standard broadcast channels.*—(*a*) *Clear channel:* A "clear channel" is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference within their primary service areas and over all or a substantial portion of their secondary service areas.

(*b*) *Regional channel:* A "regional channel" is one on which several stations may operate with powers not in excess of 5 kilowatts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference to a given field intensity contour.

(*c*) *Local channel:* A "local channel" is one on which several stations may operate with powers not in excess of 250 watts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

§3.22 *Classes and power of standard broadcast stations.*—(*a*) *Class I station:* A "class I station" is a dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Its primary service area is free from objectionable interference from other stations on the same and adjacent channels and its secondary service area free from interference except from stations on the adjacent channel, and from stations on the same channel in accordance with the channel designation in section 3.25 or in accordance with the Engineering Standards of Allocation. The operating power shall be not less than 10 kilowatts nor more than 50 kilowatts. (Also see section 3.25 (*a*) for further power limitation.)

(*b*) *Class II station:* A "class II station" is a secondary station which operates on a clear channel (see section 3.25) and is designed to render service over a primary service area which is limited by and subject to such interference as may be received from class I stations. A station of this class shall operate with power not less than 0.25 kilowatts nor more than 50 kilowatts. Whenever necessary, a class II station shall use a directional antenna or other means to avoid interference with class I stations and with other class II stations, in accordance with the Engineering Standards of Allocation.

(*c*) *Class III station:* A "class III station" is a station which operates on a regional channel and is designed to render service primarily to a metropolitan district[2] and the rural area contiguous thereto. Class III stations are subdivided into two classes:

(1) *Class III-A station:* A "class III-A station" is a class III station which operates with power not less than 1 kilowatt nor more than 5 kilowatts, and the service area of which is subject to interference in accordance with the Engineering Standards of Allocation.

(2) *Class III-B station:* A "class III-B station" is a class III station which operates with a power not less than 0.5 kilowatt nor more than 1 kilowatt night and 5 kilowatts daytime, and the service area of which is subject to interference in accordance with the Engineering Standards of Allocation.

(*d*) *Class IV station:* A "class IV station" is a station operating on a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kilowatt nor more than 0.25 kilowatt, and its service area is subject to interference in accordance with the Engineering Standards of Allocation.

§3.23 *Time of operation of the several classes of stations.*[3]—The several classes of standard broadcast stations may be licensed to operate in accordance with the following:

(*a*) "Unlimited time" permits operation without a maximum limit as to time.

(*b*) "Limited time" is applicable to class II (secondary stations) operating on a clear channel only. It permits operation of the secondary station during daytime, and until local sunset if located west of the dominant station on the channel, or if located east thereof, until sunset at the dominant station; and in addition during night hours, if any, not used by the dominant station or stations on the channel.

(c) "Daytime" permits operation during the hours between average monthly local sunrise and average monthly local sunset. (For exact time of sunset at any location see "Average Sunrise and Sunset Times.")

(*d*) "Sharing time" permits operation during hours which are so restricted by the station license as to require a division of time with one or more other stations using the same channel.

(*e*) "Specified hours" means that the exact operating hours are specified in the license. (The minimum hours that any station shall operate are specified in section 3.71.)

§3.24 *Broadcast facilities; showing required.*—An authorization for a new standard broadcast station or increase in facilities of an existing station[4] will be issued only after a satisfactory showing has been made in regard to the following, among others:

(*a*) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

---

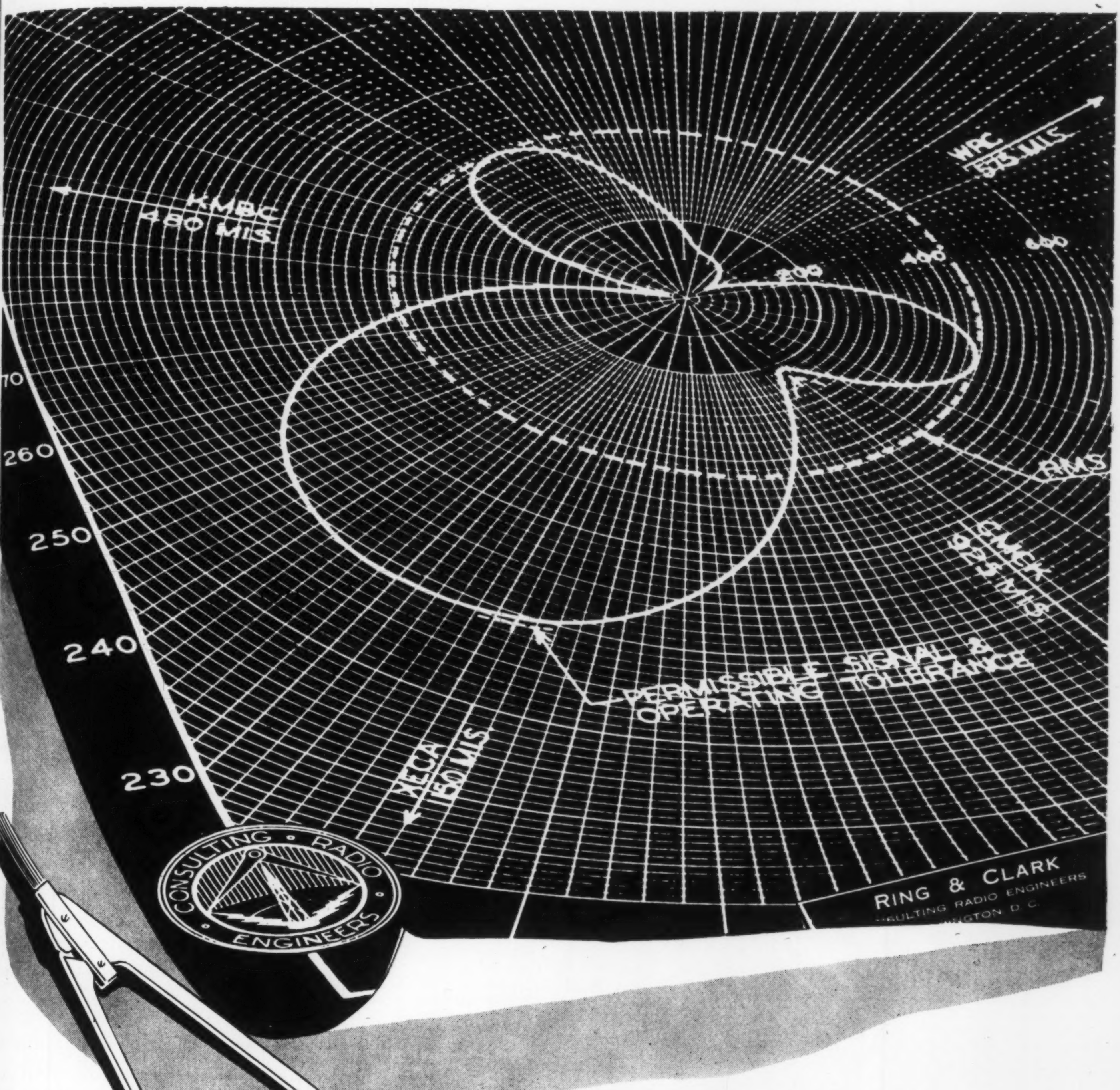
[1] Other definitions which may pertain to standard broadcast stations are included in sections 2.1 to 2.35 and the Communications Act of 1934, as amended.

[2] The term "metropolitan district" as used in this paragraph is not limited in accordance with the definition given by the Bureau of the Census but includes any principal center of population in any area.

[3] Formal application required for change in time of operation of existing broadcast station.

See Standards of Good Engineering Practice for form number.

[4] Formal applications required. See Standards of Good Engineering Practice for form number.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# FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 406)

(*b*) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweighs the need for the service which will be lost by reason of such interference. That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see Engineering Standards of Allocation and Field Intensity Measurements in Allocation.)

(*c*) That the applicant is financially qualified to construct and operate the proposed station.[5]

(*d*) That the applicant is legally qualified. That the applicant (or the person or persons in control of an applicant corporation or other organization) is of good character and possesses other qualifications sufficient to provide a satisfactory public service.

(*e*) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and Locations of Transmitters of Standard Broadcast Stations.)

(*f*) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(*g*) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

§3.25. *Clear channel: classes I and II stations.*—The frequencies in the following tabulation are designated as clear channels and assigned for use by the classes of stations are given:

(*a*) To each of the channels below there will be assigned one class I station and there may be assigned one or more class II stations operating limited time or daytime only: 640, 650, 660, 670, 700, 720, 750, 760, 770, 780, 820, 830, 840, 870, 880, 890, 1020, 1040, 1100, 1120, 1160, 1180, 1200, and 1210 kilocycles. The power of the class I station on these channels shall not be less than 50 kilowatts.

(*b*) To each of the channels below there may be assigned class I and class II stations: 680, 710, 810, 850, 940, 1000, 1030, 1060, 1070, 1080, 1090, 1110, 1130, 1140, 1170, 1190, 1500, 1510, 1520, 1530, 1550, and 1560 kilocycles.

(*c*) For class II stations located not less than 650 miles from the nearest Canadian Border and which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on said border, 690, 740, 860, 990, 1010,[6] and 1580 kilocycles.

(*d*) For class II stations which operate daytime only with power not in excess of 1 kilowatt and which will not deliver over 5 micravolts per meter ground wave at any point on the nearest Mexican Border, 730, 800, 900, 1050,[7] 1220,[8] and 1570 kilocycles.

(*e*) For class II stations located not less than 650 miles from the nearest Cuban Border and which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on said border, 1540 kilocycles.

§3.26 *Regional channels: classes III-A and III-B stations.*—The following frequencies are designated as regional channels and are assigned for use by class III-A and III-B stations:[9] 550, 560,[10] 570,[10] 580, 590 [10] 600, 610, 620, 630, 790, 910, 920, 930, 950, 960, 970, 980, 1150, 1250, 1260, 1270,[10] 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, and 1600 kilocycles.

§3.27 *Local channels: class IV stations.*—The following frequencies are designated as local channels and are assigned for use by class IV stations: 1230, 1240, 1340, 1400, 1450, and 1490 kilocycles.

§3.28 *Assignment of stations to channels.*—(*a*) The individual assignments of stations to channels which may cause interference to other United States stations only shall be made in accordance with the standards of good engineering practice prescribed and published from time to time by the Commission for the respective classes of stations involved. (For determining objectionable interference see "Engineering Standards of Allocation" and "Field Intensity Measurements in Allocation", Section C.)

(*b*) In all cases where an individual station assignment may cause interference with or may involve a channel assigned for priority of use by a station in another North American country, the classifications, allocation requirements and engineering standards set forth in the North American Regional Broadcasting Agreement shall be observed.

§3.29 *Assignment of class IV stations to regional channels.*—On condition that interference will not be caused to any class III station, and that the channel is used fully for class III stations and subject to interference as may be received from class III stations, class IV stations may be assigned to regional channels.

§3.30 *Station location.*—(*a*) Each standard broadcast station shall be considered located in the State and city where the main studio is located.

(*b*) The transmitter of each standard broadcast station shall be so located that primary service is delivered to the borough or city in which the main studio is located in accordance with the Standards of Good Engineering Practice, prescribed by the Commission.

§3.31 *Authority to move main studio.*—The licensee of a standard broadcast station shall not move its main studio outside the borders of the borough or city, State, district, Territory, or possession in which it is located without first making written application [11] to the Commission for authority to so move, and securing written permission for such removal. The licensee shall promptly notify the Commission of any other change in location of the main studio.

§3.32 *Special experimental authorization.*—(*a*) Special experimental authorizations [12] may be issued to the licensee of a standard broadcast station in addition to the regular license upon proper application therefor [11] and satisfactory showing in regard to the following, among others:

(1) That the applicant has a program of research and experimentation which indicates reasonable promise of contribution to the development and practical application of broadcasting, and will be in addition to and advancement of the work that can be accomplished under its regular license.

(2) That the experimental operation and experimentation will be under the direct supervision of a qualified engineer with an adequate staff of engineers qualified to carry on the program of research and experimentation.

(3) That the public interest, convenience, and necessity will be served by granting the authorization requested.

(*b*)[13] In case a special experimental authorization permits additional hours of operation, no licensee shall transmit any commercial or sponsored program or make any commercial announcement during such time of operation. In case of other additional facilities, no additional charge shall be made by reason of transmission with such facilities.

(*c*) A special experimental authorization will not be extended after the actual experimentation is concluded.

(*d*) The program of research and experimentation as outlined in the application for a special experimental authorization shall be adhered to in the main unless the licensee is authorized to do otherwise by the Commission.

(*e*) The Commission may require from time to time a broadcast station holding such experimental authorization to conduct experiments that are deemed desirable and reasonable.

(*f*) A supplemental report shall be filed with and made a part of each application for an extension of a special experimental authorization and shall include statements of the following:

(1) Comprehensive summary of all research and experimentation conducted.

(2) Conclusions and outline of proposed program for further research and development.

(3) Comprehensive summary and conclusions as to the social and economic effects of its use.

---

[5] See Money Required to Construct and Complete Electrical Tests of Stations of Different Classes and Powers.

[6] A station on 1010 kilocycles shall also protect a class I-B station at Havana, Cuba.

[7] See North American Regional Broadcasting Agreement for use of this channel by a station in New York (Appendix I, Table IV.)

[8] See Agreement with Mexico for further use of this channel.

[9] See section 3.29 in regard to assigning class IV stations to regional channels.

[10] See North American Regional Broadcasting Agreement for special provisions concerning the assigning of class II stations in other countries of North America to these regional channels. Such stations shall be protected from interference in accordance with appendix II, Table I, of said Agreement.

[11] Formal application required. See Standards of Good Engineering Practice for form number.

[12] Special authorizations which do not involve experimental operation may be granted pursuant to section 1.365.

[13] The Commission on May 27, 1941, advanced the effective date of section 3.32(b) to July 29, 1941.

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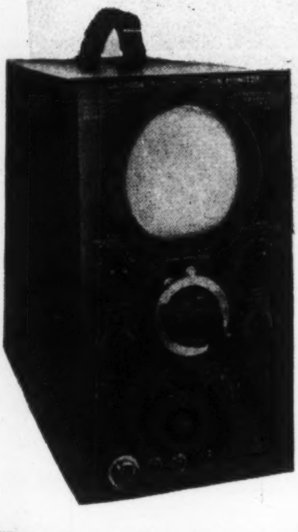

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# FCC RULES & REGULATIONS FOR BROADCAST SERVICES

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§3.33 *Directional antenna; showing required.*—(*a*) No application for authority to install a directional antenna[14] will be accepted unless a definite site and full details of the design of the directional antenna are given with the application. (See Data Required with Applications Involving Directional Antenna Systems.)

(*b*) No application for an authorization to operate a directional antenna during the broadcast day will be accepted unless proof of performance of the directional antenna taken during equipment test period is submitted with the application. (See Field Intensity Measurements in Allocation, section B.)

§3.34 *Normal license period.*—All standard broadcast station licenses will be issued for a normal license period of 3 years. Licenses will be issued to expire at the hour of 3 a.m., Eastern Standard Time, in accordance with the following schedule, and at three-year intervals thereafter:

(*a*) For stations operating on the frequencies 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 940 kc., Nov. 1, 1946.

(*b*) For stations operating on the frequencies 990, 1000, 1010, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1160, 1170, 1180, 1190, 1200, 1210, 1220, 1500, 1510, 1520, 1530, 1540, 1550, 1560, 1570, 1580 kc., May 1, 1945.

(*c*) For stations operating on the frequencies 550, 560, 570, 580, 590, 600, 610, 620, 630, 790 kc., May 1, 1946.

(*d*) For stations operating on the frequencies 910, 920, 930, 950, 960, 970, 980, 1150, 1250 kc., May 1, 1947.

(*e*) For stations operating on the frequencies 1260, 1270, 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360 kc., Nov. 1, 1945.

(*f*) For stations operating on the frequencies 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, 1600 kc., Nov. 1, 1947.

(*g*) For stations operating on the frequency 1230 kc., Feb. 1, 1946.

(*h*) For stations operating on the frequency 1240 kc., Aug. 1, 1946.

(*i*) For stations operating on the frequency 1340 kc., Feb. 1, 1947.

(*j*) For stations operating on the frequency 1400 kc., Aug. 1, 1947.

(*k*) For stations operating on the frequency 1450 kc., Feb. 1, 1948.

(*l*) For stations operating on the frequency 1490 kc., Aug. 1, 1948.

§3.35 *Multiple Ownership.*—No license shall be granted for a standard broadcast station, directly or indirectly owned, operated or controlled ([9b],) by any person ([9c]) where such station renders or will render primary service to a substantial portion of the primary service area of another standard broadcast station, directly or indirectly owned, operated or controlled by such person, except upon a showing that public interest, convenience and necessity will be served through such multiple ownership situation.

This regulation is to take effect immediately; *Provided, however,* That with respect to persons who now directly or indirectly own, operate or control a standard broadcast station which renders primary service to a substantial portion of the primary service area of another standard broadcast station, directly or indirectly owned, operated or controlled by such person, the effective date of this regulation shall be midnight May 31, 1944; *Provided, further,* That with respect to such persons the Commission may, upon proper showing, extend the licenses of the stations involved in order, in any particular case, to determine the applicability of this regulation or to permit the orderly disposition of properties.

## EQUIPMENT

§3.41 *Maximum rated carrier power; tolerances.*—The maximum rated carrier power of a standard broadcast transmitter shall not be less than the authorized power nor shall it be greater than the value specified in the following table:

| Class of station | Maximum power authorized to station | Maximum rated carrier power permitted to be installed[1] |
|---|---|---|
| | | Watts |
| Class IV | 100 or 250 watts | 250 |
| Class III | 500 or 1,000 watts | 1,000 |
| | 5,000 watts | 5,000 |
| Class II | 250, 500, or 1,000 watts | 1,000 |
| | 5,000 or 10,000 watts | 10,000 |
| | 25,000 or 50,000 watts | 50,000 |
| Class I | 10,000 watts | 10,000 |
| | 25,000 or 50,000 watts | 50,000 |

§3.42 *Maximum rated carrier power; how determined.*—The maximum rated carrier power of a standard broadcast transmitter shall be determined as the sum of the applicable power ratings of the vacuum tubes employed in the last radio stage.

(*a*) The power rating of vacuum tubes shall apply to transmitters employing the different classes of operation or systems of modulation as specified in Power Rating of Vacuum Tubes prescribed by the Commission.

(*b*) If the maximum rated carrier power of any broadcast transmitter, as determined by paragraph (*a*) of this section, does not give an exact rating as recognized in the Commission's plan of allocation, the nearest rating thereto shall apply to such transmitter.

(*c*) Authority will not be granted to employ, in the last radio stage of a standard broadcast transmitter, vacuum tubes from a manufacturer or of a type number not listed until the manufacturer's rating for the class of operation or system of modulation is submitted to and approved by the Commission. These data must be supplied by the manufacturer in accordance with Requirements for the Approval of the Power Rating of Vacuum Tubes, prescribed by the Commission.

§3.43 *Changes in equipment; authority for.*—No licensee shall change, in the last radio stage, the number of vacuum tubes to vacuum tubes of different power rating or class of operation, nor shall it change system of modulation without the authority of the Commission.[16]

§3.44 *Other changes in equipment.*—Other changes except as provided for in these rules or Standards of Good Engineering Practice, prescribed by the Commission, which do not affect the maximum power rating or operating power of the transmitter or the operation or precision of the frequency control equipment may be made at any time without authority of the Commission, but in the next succeeding application for renewal of license such changes which affect the information already on file shall be shown in full.

§3.45 *Radiating system.*—(*a*) All applicants for new, additional, or different broadcast facilities and all licensees requesting authority to move the transmitter of an existing station shall specify a radiating system the efficiency of which complies with the requirements of good engineering practice for the class and power of the station. (Also see Use of Common Antenna by Standard Broadcast Stations or Another Radio Station.)

(*b*) The Commission will publish from time to time specifications deemed necessary to meet the requirements of good engineering practice. (See Minimum Antenna Heights or Field Intensity Requirements and Field Intensity Measurements in Allocation, sec. A.)

(*c*) No broadcast station licensee shall change the physical height of the transmitting antenna, or supporting structures, or make any changes in the radiating system which will measurably alter the radiation patterns, except upon written application to and authority from the Commission.[17]

(*d*) The antenna and/or supporting structure shall be painted and illuminated in accordance with the specifications supplied by the Commission pursuant to section 303 (q) of the Communications Act of 1934, as amended. (See Standard Lamps and Paints.)

(*e*) The simultaneous use of a common antenna or antenna structure by two standard broadcast stations or by a standard broadcast station and a station of any other class or service will not be authorized unless both stations are licensed to the same licensee. (See Use of Common Antenna by Standard Broadcast Stations or Another Radio Station.)

§3.46 *Transmitter.*—(*a*) The transmitter proper and associated transmitting equipment of each broadcast station shall be designed, constructed, and operated in accordance with the Standards of Good Engineering Practice in all phases not otherwise specifically included in these regulations.

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[14] Formal application required. See Standards of Good Engineering Practice for form number.

[9b] The word "control", as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

[9c] The word "person", as used herein, includes all persons under common control.

[1] The maximum rated carrier power must be distinguished from the operating po (see Sections 2.18 and 2.19.)

[16] Formal application required. See Standards of Good Engineering Practice for f number.

[17] Informal application may be made, except in controversial cases or directional antenn then formal application shall be made.

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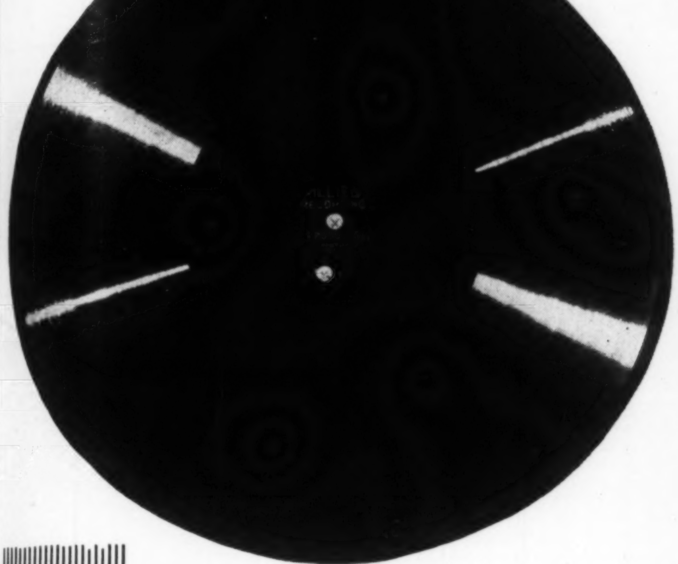

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(*b*) The transmitter shall be wired and shielded in accordance with good engineering practice and shall be provided with safety features in accordance with the specifications of article 810 of the current National Electrical Code as approved by the American Standards Association.

(*c*) The station equipment shall be so operated, tuned, and adjusted that emissions are not radiated outside the authorized band[18] which cause or which, in accordance with the Standards of Good Engineering Practice, are considered as being capable of causing interference to the communications of other stations. The spurious emissions, including radio frequency harmonics and audio frequency harmonics, shall be maintained at as low level as required by good engineering practice. The audio distortion, audio frequency range, carrier hum, noise level, and other essential phases of the operation which control the external effects shall at all times conform to the requirements of good engineering practice.

(*d*) Whenever, in this section, the term "good engineering practice" is used, the specifications deemed necessary to meet the requirements thereof will be published from time to time. (See Construction, General Operation and Safety of Life Requirements.)

## TECHNICAL OPERATION

§3.51 *Operating power; how determined.*—The operating power of each standard broadcast station shall be determined by:

(*a*) Direct measurement of the antenna power in accordance with section 3.54.[19]

(1) Each new standard broadcast station.

(2) Each existing standard broadcast station after June 1, 1941.

(*b*) Indirect measurement by means of the plate input power to the last radio stage on a temporary basis in accordance with sections 3.52 and 3.53.

(1) In the case of existing standard broadcast stations and pending compliance with paragraph (*a*) (2) of this section.

(2) In case of an emergency where the licensed antenna has been damaged or destroyed by storm or other cause beyond the control of the licensee or pending completion of authorized changes[20] in the antenna system.

(*c*) Upon making any change[19] in the antenna system, or in the antenna current measuring instruments, or any other change which may change the characteristics of the antenna, the licensee shall immediately make a new determination of the antenna resistance (see section 3.54) and shall submit application for authority to determine power by the direct method on the basis of the new measurements.

§3.52 *Operating power; indirect measurement.*[21]—The operating power determined by indirect measurement from the plate input power of the last radio stage is the product of the plate voltage (***Ep***), the total plate current of the last radio stage (***Ip***), and the proper factor (***F***) given in the following tables: that is

OPERATING POWER Ep xIp xF

*A. Factor to be used for stations employing plate modulation in the last radio stage*[1]

| Maximum rated carrier power of transmitter:[2] | *Factor (F) to be used in determining the operating power from the plate input power* |
|---|---|
| 100-1,000 watts | 0.70 |
| 5,000 and over watts | .80 |

*B. Factor to be used for stations of all powers using low level modulation*[1]

| Class of power amplifier in the last radio stage: | *Factor (F) to be used in determining the operating power from the plate input power* |
|---|---|
| Class B | 0.35 |
| Class BC[3] | .65 |

*C. Factors to be used for stations of all powers employing grid modulation in the last radio stage*[1]

| Type of tube in the last radio stage: | *Factor (F) to be used in determining the operating power from the plate input power* |
|---|---|
| Table C[1] | 0.25 |
| Table D[1] | .35 |

§3.53 *Application of efficiency factors.*—In computing operating power by indirect measurement the above factors shall apply in all cases, and no distinction will be recognized due to the operating power being less than the maximum rated carrier power. (See Plate Efficiency of Last Radio Stage.)

§3.54 *Operating power; direct measurement.*—The antenna input power determined by direct measurement is the square of the antenna current times the antenna resistance at the point where the current is measured and at the operating frequency. Direct measurement of the antenna input power will be accepted as the operating power of the station, provided the data on the antenna resistance measurements are submitted under oath giving detailed description of the method used and the data taken. The antenna current shall be measured by an ammeter of accepted accuracy.[22] These data must be submitted to and approved by the Commission before any licensee will be authorized to operate by this method of power determination.[23] The antenna ammeter shall not be changed to one of different type, maximum reading, or accuracy without the authority of the Commission. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method. (See Further Requirements for Direct Measurements of Power.)

§3.55 *Modulation.*—(*a*) A licensee of a broadcast station will not be authorized to operate a transmitter unless it is capable of delivering satisfactorily the authorized power with a modulation of at least 85 percent. When the transmitter is operated with 85 percent modulation, not over 10 percent combined audio frequency harmonics shall be generated by the transmitter.

(*b*) All broadcast stations shall have in operation a modulation monitor approved by the Commission.

(*c*) The operating percentage of modulation of all stations shall be maintained as high as possible consistent with good quality of transmission and good broadcast practice and in no case less than 85 percent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

(*d*) The Commission will, from time to time, publish the specifications, requirements for approval, and a list of approved modulation monitors. (See Approved Modulation Monitors and also Requirements for Approval of Modulation Monitors.)

§3.56 *Modulation; data required.*—A licensee of a broadcast station claiming a greater percentage of modulation than the fundamental design indicates can be procured shall submit full data showing the antenna input power by direct measurement and complete information, either oscillograms or other acceptable data, to show that a modulation of 85 percent or more with not over 10 percent combined audio harmonics, can be obtained with the transmitter operated at the maximum authorized power.

§3.57 *Operating power; maintenance of.*—The licensee of a broadcast station shall maintain the operating power of the station within the prescribed limits of the licensed power at all times except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to operate with the full licensed power, the station may be operated at reduced power for a period of not to exceed 10 days, provided that the Commission and the Inspector in Charge[24] shall be notified in writing immediately after the emergency develops. (See Operating Power Tolerance.)

§3.58 *Indicating instruments.*—Each broadcast station shall be equipped with suitable indicating instruments of accepted accuracy to measure the antenna current, direct plate circuit voltage, and the direct plate circuit current of the last radio stage. These indicating instruments shall not be changed or replaced, without authority of the Commission, except by instruments of the same type, maximum scale reading, and accuracy. (See Indicating Instruments Pursuant to section 3.58.)

§3.59 *Frequency tolerance.*—The operating frequency of each broadcast station shall be maintained within 50 cycles of the assigned frequency until January 1, 1940, and thereafter the frequency of each new station or each station where a new transmitter is installed shall be maintained within 20 cycles of the assigned frequency, and after January 1, 1942, the frequency of all stations shall be maintained within 20 cycles of the assigned frequency.

§3.60 *Frequency monitor.*—The licensee of each standard broadcast station shall have in operation at the transmitter a frequency monitor independent of the frequency control of the transmitter. The frequency monitor shall be approved by the Commission. It shall have a stability and accuracy of at least 5 parts per million. (See Approved Frequency Monitors and also Requirements for Approval of Frequency Monitors.)

§3.61 *New equipment; restrictions.*—The Commission will authorize the installation of new transmitting equipment in a broadcast station or changes in the frequency control of an existing transmitter only if such equipment is so designed that there is reasonable assurance that the transmitter is capable of maintaining automatically the assigned frequency within the limits specified in section 3.59.

§3.62 *Automatic frequency control equipment; authorization required.*—New automatic frequency control equipment and changes in existing automatic frequency control equipment that may affect the precision of frequency control or the operation of the transmitter shall be installed only upon authorization[25] from the Commission. (See Approved Equipment.)

§3.63 *Auxiliary transmitter.*—Upon showing that a need exists for the use of an auxiliary transmitter[26] in addition to the regular transmitter of a broadcast station, a license therefor may be issued provided that:

(*a*) An auxiliary transmitter may be installed either at the same location as the main transmitter or at another location.

(*b*) A licensed operator shall be in control whenever an auxiliary transmitter is placed in operation.

(*c*) The auxiliary transmitter shall be maintained so that it may be put into immediate operation at any time for the following purposes:

(1) The transmission of the regular programs upon the failure of the main transmitter

(2) The transmission of regular programs during maintenance or modification[27] work on the main transmitter, necessitating discontinuance of its operation for a period not to exceed five days.

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[18] See Construction, General Operation and Safety of Life Requirements.

[19] Program tests on equipment, including a new or different antenna system, will not be authorized unless application for authority to determine power by the direct method has been granted, or is submitted simultaneously with the application for license to cover the construction permit and the application for license will not be granted until such time as the application for direct measurement is approved.

[20] Changes shall not be made except upon making proper request and obtaining approval thereof in accordance with sections 3.45 and 3.58.

[21] See Order No. 107, dated November 6, 1942, effective December 1, 1942, which makes certain changes in the method of determining operating constants of standard broadcast stations.

[1] See Power Rating of Vacuum Tubes.

[2] The maximum rated carrier power must be distinguished from the operating power. (See sections 2.18 and 2.19.)

[3] All linear amplifier operation where efficiency approaches that of class C operation.

[22] See Indicating Instruments pursuant to section 3.58.

[23] Formal application required. See Standards of Good Engineering Practice for form number.

[24] See Field Offices of the Commission.

[25] Formal application required. See Standards of Good Engineering Practice for form number.

[26] All regulations as to safety requirements and spurious emissions applying to broadcast transmitting equipment shall apply also to an auxiliary transmitter. (See Use of Frequency and Modulation Monitors at Auxiliary Transmitter.)

[27] This includes the equipment changes which may be made without authority as set forth elsewhere in the Rules and Regulations and the Standards of Good Engineering Practice or as authorized by the Commission by letter or by construction permit. When such operation is required for periods in excess of 5 days, request therefor shall be made in accordance with section 1.365.

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(3) Upon request by a duly authorized representative of the Commission.

(*d*) The auxiliary transmitter shall be tested at least once each week to determine that it is in proper operating condition and that it is adjusted to the proper frequency, except that in case of operation in accordance with paragraph (*c*) of this section during any week, the test in that week may be omitted provided the operation under paragraph (*c*) is satisfactory. A record shall be kept of the time and result of each test operating under paragraph (*c*). Tests shall be conducted only between midnight and 9 a.m., local standard time.

(*e*) The auxiliary transmitter shall be equipped with satisfactory control equipment which will enable the maintenance of the frequency emitted by the station within the limits prescribed by these regulations.

(*f*) An auxiliary transmitter which is licensed at a geographical location different from that of the main transmitter shall be equipped with a frequency control which will automatically hold the frequency within the limits prescribed by these regulations without any manual adjustment during operation or when it is being put into operation.

(*g*) The operating power of an auxiliary transmitter may be less than the authorized power, but in no event shall it be greater than such power.

§3.64 *Duplicate main transmitters.*—The licensee of a standard broadcast station may be licensed for duplicate main transmitters provided that a technical need [28] for such duplicate transmitters is shown and that the following conditions are met:

(*a*) Both transmitters are located at the same place.

(*b*) The transmitters have the same power rating.

(*c*) The external effects from both transmitters are substantially the same as to frequency stability, reliability of operation, radio harmonics and other spurious emissions, audio frequency range and audio harmonic generation in the transmitter.

## OPERATION

§3.71 *Minimum operating schedule.*[29]—Except Sundays, the licensee of each standard broadcast station shall maintain a minimum operating schedule of two-thirds of the total hours that it is authorized to operate between 6 a.m. and 6 p.m., local standard time, and two-thirds of the total hours it is authorized to operate between 6 p.m. and midnight, local standard time, except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the inspector in charge [30] shall be notified in writing immediately after the emergency develops.

§3.72 *Operation during experimental period.*—The licensee of each standard broadcast station shall operate or refrain from operating its station during the experimental period as directed by the Commission in order to facilitate frequency measurement or for the determination of interference. (Stations involved in the after-midnight frequency monitoring programs are notified of their operating and silent schedule.)

§3.73 *Specified hours.*—If the license of a station specifies the hours of operation, the schedule so specified shall be adhered to except as provided in sections 3.71 and 3.72.

§3.74 *Sharing time.*—If the licenses of stations authorized to share time do not specify hours of operation, the licensees shall endeavor to reach an agreement for a definite schedule of periods of time to be used by each. Such agreement shall be in writing and each licensee shall file the same in triplicate original with each application to the Commission for renewal of license. If and when such written agreements are properly filed in conformity with this section the file mark of the Commission will be affixed thereto, one copy will be retained by the Commission, one copy forwarded to the inspector in charge, and one copy returned to the licensee to be posted with the station license and considered as a part thereof. If the license specifies a proportionate time division, the agreement shall maintain this proportion. If no proportionate time division is specified in the license, the licensees shall agree upon a division of time. Such division of time shall not include simultaneous operation of the stations unless specifically authorized by the terms of the license.

§3.75 *Sharing time; equivalence of day and night hours.*—For the purpose of determining the proportionate division of time of the broadcast day for sharing time stations 1 night hour shall be considered the equivalent of 2 day hours.

§3.76 *Sharing time; experimental period.*—If the license of a station authorized to share time does not specify the hours of operation, the station may be operated for the transmission of regular programs during the experimental period provided an agreement thereto is reached with the other stations with which the broadcast day is shared and further provided such operation is not in conflict with section 3.72. Time-sharing agreements for operation during the experimental period need not be submitted to the Commission.

§3.77 *Sharing time; departure from regular schedule.*—A departure from the regular operating schedule set forth in a time-sharing agreement will be permitted only in cases where an agreement to that effect is reduced to writing, is signed by the licensees of the stations affected thereby and filed in triplicate by each licensee with the Commission prior to the time of the proposed change. If time is of the essence, the actual departure in operating schedule may precede the actual filing of written agreement, provided appropriate notice is sent to the Commission and the Inspector in Charge.[31]

§3.78 *Sharing time stations; notification to Commission.*—If the licensees of stations authorized to share time are unable to agree on a division of time, the Commission shall be so notified by statement to that effect filed with the applications for renewals of licenses. Upon receipt of such statement the Commission will designate the applications for a hearing and, pending such hearing, the operating schedule previously adhered to shall remain in full force and effect.

§3.79 *License to specify sunrise and sunset hours.*—If the licensee of a broadcast station is required to commence or cease operation of the station at the time of sunrise or sunset, the license will specify the hour of the day during each month of the license period when operation of such station will commence or cease. (See Average Sunrise and Sunset Time.)

§3.80 *Secondary station; filing of operating schedule.*—The licensee of a secondary station authorized to operate limited time and which may resume operation at the time the dominant station (or stations) on the same channel ceases operation shall, with each application for renewal of license, file in triplicate a copy of its regular operating schedule, bearing a signed notation by the licensee of the dominant station of its objection or lack of objection thereto. Upon approval of such operating schedule, the Commission will affix its file mark and return one copy to the licensee authorized to operate limited time, which shall be posted with the station license and considered as a part thereof. Departure from said operating schedule will be permitted only in accordance with the procedure set forth in section 3.77.

§3.81 *Secondary station; failure to reach agreement.*—If the licensee of a secondary station authorized to operate limited time and a dominant station on a channel are unable to agree upon a definite time for resumption of operation by the station authorized limited time, the Commission shall be so notified by the licensee of the station authorized limited time. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

§3.82 *Departure from schedule; material violation.*—In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

§3.83 *Local standard time.*—All references herein to standard time or local standard time refer to local standard time as determined and fixed by the Interstate Commerce Commission.

§3.84. *Daylight saving time.*—If local time is changed from standard time to daylight saving time at the location of all stations sharing time on the same channel, the hours of operation of all such stations on that channel shall be understood to refer to daylight saving time, and not standard time, as long as daylight saving time is observed at such locations. This provision shall govern when the time is changed by provision of law or general observance of daylight saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees: *Provided, however,* That when the license specifies average time of sunrise and sunset, local standard time shall be observed. In no event shall a station licensed for daytime only operate on regular schedule prior to local sunrise, or shall a station licensed for greater daytime power than nighttime power or for a different radiation pattern for daytime operation than for nighttime operation operate with the daytime power or radiation pattern prior to local sunrise.

§3.85 *Changes in time; agreement between licensees.*—Where the local time is not changed from standard time to daylight saving time at the location of all stations sharing time on the same channel, the hours of operation of such stations shall be understood to have reference to standard time, and not daylight saving time, unless said licensees mutually agree upon a new schedule which shall be effective only while daylight saving time is observed at the location of some of these stations.

§3.86 *Local standard time; license provisions.*—The time of operation of any broadcast station which does not share time with other stations on the same channel shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is authorized by the Commission.

§3.87 *Program transmissions prior to local sunrise.*—(*a*) The provisions of sections 3.6, 3.8, 3.9, 3.10, 3.23, 3.79 and 3.84 shall not prevent the transmission of programs between four o'clock a.m., local standard time, and local sunrise, of standard broadcast stations with their authorized daytime facilities. *Provided:* That the provisions of this rule shall not extend to:

(1) Stations regularly sharing time during daytime hours either under licenses pursuant to which time-sharing agreements have been entered into or licenses specifying hours of operation, unless time-sharing agreements have been reached covering such operation prior to local sunrise. Sections 3.74, 3.77, and 3.78 of these rules shall be applicable to such agreements.

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[28] Such as licensees maintaining 24-hour schedule and needing alternate operation for maintenance, or development work is being carried on requiring such alternate operation.

[29] By Order No. 94-A, dated and effective November 6, 1942, until further order of the Commission, section 3.71 is suspended; "and in lieu thereof, except Sundays, the minimum operating schedule for standard broadcast stations shall be one-third of the total hours it is authorized to operate between 6 a.m. and midnight, local standard time, except that in an emergency, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the Inspector in charge shall be notified in writing immediately after the emergency develops."

[30] See Field Offices of the Commission.

[31] See Field Offices of the Commission.

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(2) Any class II station causing interference[32] by use of its daytime facilities within the 0.5 mv/m 50% sky wave contour of any class I station either of the United States or of any country party to the North American Regional Broadcasting Agreement, except (a) where the class I station is located east of the class II station in which case operation may begin at local sunrise at the class I station; (b) where an agreement has been reached with the class I station to begin operation prior to local sunrise.

(3) Operation by use of its daytime facilities of any class II station on any class I-A channel not assigned to the United States under the North American Regional Broadcasting Agreement.

(*b*) Any station operating during such hours receiving notice from the Commission that undue interference is caused shall refrain from such operation during such hours pending further notice from the Commission.

(*c*) Nothing contained in outstanding instruments of authorization for such stations shall prohibit such operation except as herein provided.

(*d*) The period 4:00 a.m. to 6:00 a.m., local standard time, shall not be included in determining compliance with section 3.71 of these rules.

## RULES APPLICABLE TO STATIONS ENGAGED IN CHAIN BROADCASTING

### LICENSING REQUIREMENTS

§3.101 *Exclusive affiliation of station.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization[33] under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.[34]

§3.102 *Territorial exclusivity.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.[34]

§3.103 *Term of affiliation.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided*, That a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.[34]

§3.104 *Option time.*—No license shall be granted to a standard broadcast station which options[35] for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours[36] within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments, as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.[37] Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.[38]

§3.105 *Right to reject programs.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (*a*), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (*b*), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.[38]

§3.106 *Network ownership of stations.*[39]—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control[40] with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area of the other station, or for any standard broadcast station in any locality where the existing standard broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.[38]

§3.107 *Dual network operation.*[41]—No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network: *Provided*, That this regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.[42]

§3.108 *Control by networks of station rates.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.[42]

## Subpart B—Rules Governing High-Frequency Broadcast Stations

### DEFINITIONS[1]

§3.201 *High-frequency broadcast station.*—The term "high-frequency broadcast station" means a station licensed primarily for the transmission of radiotelephone emissions intended to be received by the general public and operated on a channel in the high frequency broadcast[2][3] band.

§3.202 *High-frequency broadcast band.*—The term "high-frequency broadcast band" means the band of frequencies extending from 43,000 to 50,000 kilocycles, both inclusive.

§3.203 *Frequency modulation.*—The term "frequency modulation" means a system of modulation of a radio signal in which the frequency of the carrier wave is varied in accordance with the signal to be transmitted while the amplitude of the carrier remains constant.

§3.204 *Center frequency.*—The term "center frequency" means the frequency of the carrier wave with no modulation. (With modulation the instantaneous operating frequency swings above and below the center frequency. The operating frequency with no modulation shall be the center frequency within the frequency tolerance.)

§3.205 *High-frequency broadcast channel.*—The term "high-frequency broadcast channel" means a band of frequencies 200 kilocycles wide and is designated by its center frequency. Channels for high-frequency broadcast stations begin at 43,100 kilocycles and continue in successive steps of 200 kilocycles to and including the frequency 49,900 kilocycles.

§3.206 *Service area.*—The term "service area" of a high-frequency broadcast station means the area in which the signal is not subject to objectionable interference or objectionable fading. (High-frequency broadcast stations are considered to have only one service area; for determination of such area see Standards of Good Engineering Practice for High-Frequency Broadcast Stations.)

§3.207 *Antenna field gain.*—The term "antenna field gain" of a high-frequency broadcast antenna means the ratio of the effective free space field intensity produced at one mile in the horizontal plane expressed in millivolts per meter for 1 kilowatt antenna input power to 137.6.

§3.208 *Free space field intensity.*—The term "free space field intensity" means the field intensity that would exist at a point in the absence of waves reflected from the earth or other reflecting objects.

§3.209 *Frequency swing.*—The term "frequency swing" is used only with respect to frequency modulation and means the instantaneous departure of the carrier frequency from the center frequency resulting from modulation.

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[32] As determined by the Standards of Good Engineering Practice Governing Standard Broadcast Stations and the North American Regional Broadcasting Agreement.

[33] The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

[34] These regulations shall become effective 12:01 a.m., Eastern War Time, June 15, 1943, unless otherwise required by court order.

[35] As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

[36] All time options permitted under this section must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

[37] These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

[38] These regulations shall become effective 12:01 a.m., Eastern War Time, June 15, 1943, unless otherwise required by court order.

[39] Effective date of this section with respect to any station may be extended from time to time in order to permit the orderly disposition of properties; and it shall be suspended indefinitely with respect to regional network organizations.

[40] The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

[41] This section shall become effective April 12, 1944.

[42] These regulations shall become effective 12:01 a.m., Eastern War Time, June 15, 1943, unless otherwise required by court order.

[1] Other definitions which may pertain to high-frequency broadcast stations are included in sections 2.1 to 2.35 and sections 3.1 to 3.16, and the Communications Act of 1934, as amended.

[2] See Section 3.228 concerning multiplexing, aural and facsimile programs.

[3] High-frequency broadcast stations must use frequency modulation exclusively in accordance with section 3.227 (b).

**McNary & Wrathall**

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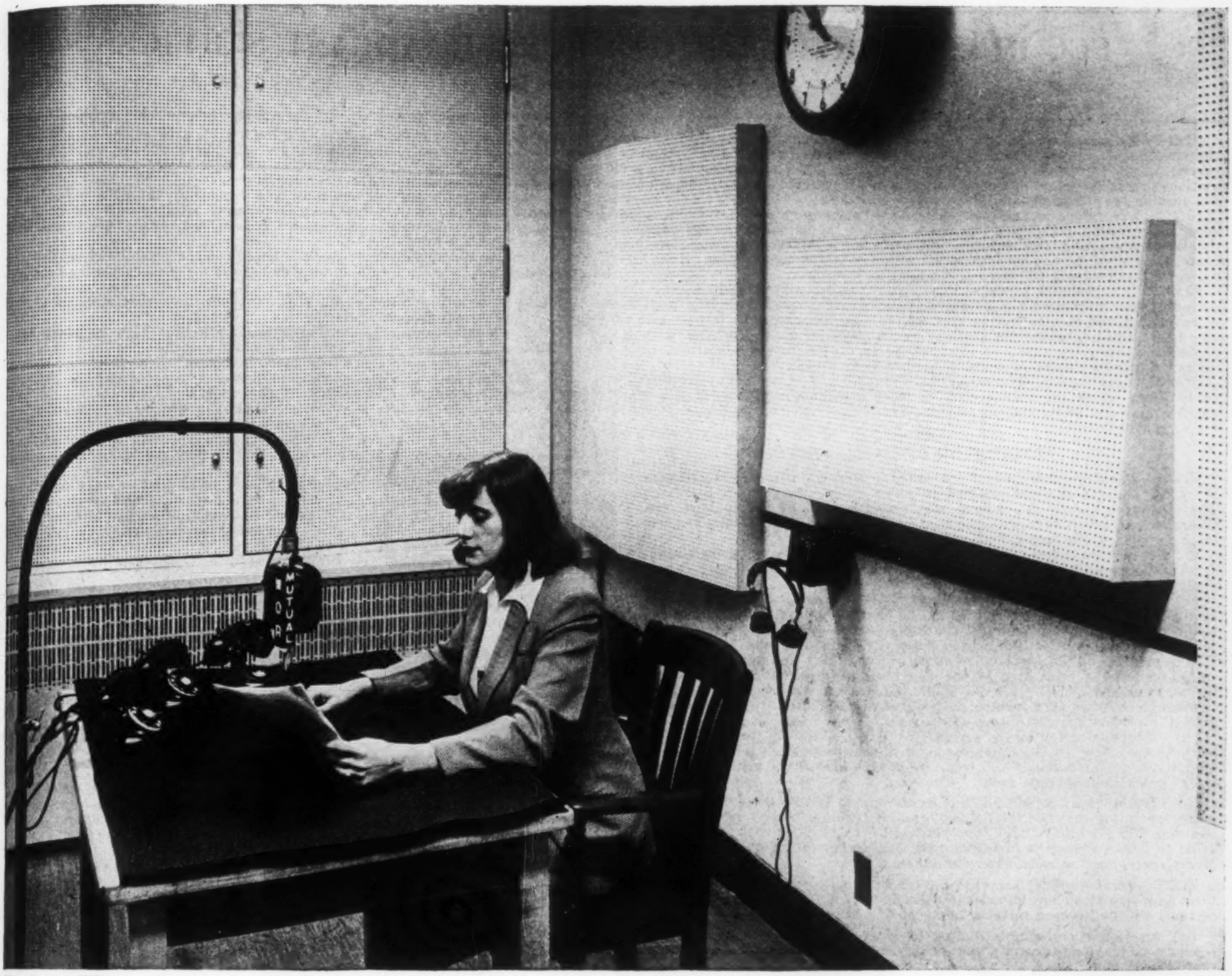

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§3.210 *Multiplex transmission.*—The term "multiplex transmission" means the simultaneous transmission of two or more signals by means of a common carrier wave. (Multiplex transmission as applied to high-frequency broadcast stations means the transmission of facsimile or other aural signals in addition to the regular broadcast signals.)

§3.211 *Percentage modulation.*—The term "percentage modulation" with respect to frequency modulation means the ratio of the actual frequency swing to the frequency swing required for 100 percent modulation expressed in percentage. (For high-frequency broadcast stations, a frequency swing of 75 kilocycles is standard for 100 percent modulation.)

§3.212 *Experimental period.*—The term "experimental period" means that period of time between 12 midnight and sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any high-frequency broadcast station, on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period.

§3.213 *Main studio.*—The term "main studio" means, as to any station, the studio from which the majority of its local programs originate, and/or from which a majority of its station announcements are made of programs originating at remote points.

## ALLOCATION OF FACILITIES[4]

§3.221 *Basis of licensing high-frequency broadcast stations.*—High-frequency broadcast stations shall be licensed to serve a specified area in square miles. The contour bounding the service area and the radii of the contour shall be determined in accordance with the Standards of Good Engineering Practice for High-Frequency Broadcast Stations.

§3.222 *Service areas; definitions.*—For the purpose of determining the areas to be served by high-frequency broadcast stations, the following definitions apply.

(*a*) "Basic trade areas" and "limited trade areas" consist of areas the boundaries of which are determined by the Commission on the basis of showings made in applications as to retail trading areas or consumer trading areas and from Government data.[5] Each basic trade area includes one "principal city". The boundaries of the basic trade areas are adjoining and the aggregate of all such areas is the total area of the United States. Each "limited trade area" includes one city. The boundaries of limited trade areas are not necessarily adjoining. Such areas may include portions of other limited trade areas and may extend into more than one basic trade area.

(*b*) "Principal city" means the largest city or the city or cities designated as "principal city" by the Commission, within a basic trade area. "City" means any city, town, or borough in a basic trade area except the principal city. Each "city" has a limited trade area.

(*c*) "Rural area" means all land area outside incorporated towns or cities with population greater than 2,500 and where the density of population is less than 150 per square mile. Incorporated towns or cities with population from 2,500 to 5,000 without a high-frequency broadcast station and not adjacent to larger cities may be considered rural area.

§3.223 *Service areas; established.*—The Commission in considering applications for high-frequency broadcast stations will establish service areas. Such stations will be licensed to serve areas having the following characteristics:

(*a*) An area comprising a limited trade area and a city. The station shall render good service to the city and its service areas shall conform generally with the limited trade area.

(*b*) An area comprising a basic trade area and a principal city. The station shall render good service to the principal city and its service area shall conform generally with the basic trade area, *Provided, however,* That the station may be licensed to serve temporarily an area less than the basic trade area subject to the following conditions: (1) that an applicant for authority to serve temporarily less than the basic trade area show substantial reason for relaxation of the requirement to serve the basic trade area and for specification of the proposed service area; (2) that the area to be served include as much of the basic trade area as reasonably may be required in the public interest to be served and in no event less than the principal city and the metropolitan district * in which it is located; (3) that such an applicant show compliance with section 3.225 (*b*), where applicable and section 3.227 (*a*), except that such sections shall apply only in relation to other stations established under this proviso; (4) that the Commission may condition the granting of any application for renewal of license of such station upon the rendering of service by such station to an area conforming generally with the basic trade area.

(*c*) An area of at least 15,000 square miles comprising primarily a large rural area, and particularly that part of basic trade areas which cannot be served by stations assigned basic trade areas due to economic and technical limitations. The service area may include one or more principal city or cities, provided that in rendering service to such cities the service to rural areas which the station is designated to serve is not impaired. The transmitter of such a station shall be located in such a manner that the service area (1) shall extend into two or more basic trade areas, (2) shall not conform generally with a basic trade area, and (3) shall not merely extend beyond a basic trade area.

(*d*) An area having substantially different characteristics (social, cultural, or economic) from those areas specified in subsections (*a*), (*b*), and (*c*) of this section where, by reason of special conditions, it is shown that a need (which cannot be supplied by a station serving areas under subsections (*a*), (*b*), or (*c*) of this section) for the proposed service both program and technical exists which makes the establishment of the service area in the public interest, convenience, or necessity. The Commission will give particular consideration in this connection to competitive advantages which such stations would have over other stations established under other provisions.

(*e*) In case it is not economically and technically feasible for a station assigned a basic or limited trade areas to serve substantially all such area, the Commission will establish the service area on the basis of conditions which obtain in the trade area.

(*f*) In case an applicant proposes a change in an established service area, the applicant shall make a full showing as to need for such change and the effect on other stations serving the area.

§3.224 *Time of operation.*—All high-frequency broadcast stations shall be licensed for unlimited time operation.

§3.225 *Showing required.*—Authorization for a new high-frequency broadcast station or increase in facilities of an existing station[6] will be issued only after a satisfactory showing has been made in regard to the following matters:

(*a*) That the area which the applicant proposes to serve has the characteristics of an area described in section 3.223 hereof.

(*b*) Where a service area has been established in which one or more existing high-frequency broadcast stations are in operation, that the contours of any new station proposed to serve such area will compare with those of the existing station or stations as nearly as possible, or that the service area already established should be modified.

(*c*) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweigh the need for the service which will be lost by reason of such interference.

(*d*) That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see Standards of Good Engineering Practice for High-Frequency Broadcast Stations.)

(*e*) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and Standards of Good Engineering Practice for High-Frequency Broadcast Stations.)

(*f*) That the applicant is financially qualified to construct and operate the proposed station, and, if the proposed station is to serve substantially the same area as an existing station, that applicant will be able to compete effectively with the existing station or stations.

(*g*) That the program service will include a portion of programs particularly adapted to a service utilizing the full fidelity capability of the system, as set forth in the standards of Good Engineering Practice for High Frequency Broadcast Stations.

(*h*) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(*i*) That the applicant is legally qualified, is of good character, and possesses other qualifications sufficient to provide a satisfactory public service.

(*j*) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(*k*) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

§3.226 *Channel assignments.*—The channels set forth below with the indicated center frequencies are available for assignment to high-frequency broadcast stations to serve the areas provided in section 3.223:

(*a*) An applicant for a station to serve an area specified in section 3.223 (*a*) or (*b*), to be located in a principal city or city which has a population less than 25,000 (city only) shall apply for one of the following channels:

48900
49100
49300
49500
49700
49900

(*b*) An applicant for a station to serve an area specified in section 3.223 (*a*) or (*b*), to be located in a principal city or city which has a population greater than 25,000 (city only) shall apply for one of the following channels:

44500
44700
44900
45100
45300
45500
45700
45900
46100
46300
46500
46700
46900
47100
47300
47500
47700
47900
48100
48300
48500
48700

(*c*) An applicant for a station to serve primarily a large rural area, specified in section 3.223 (*c*) or an area specified in section 3.223 (*d*) shall apply for one of the following channels:

43100
43300
43500
43700
43900
44100
44300

(*d*) Notwithstanding the provisions of subsection (*a*) of this section, an applicant for a station to serve an area specified in section 3.223 (*a*), to be located in a city having a population greater than 25,000, in or adjacent to any metropolitan district having a population greater than 1,000,000, may apply for one of the following channels:

49100
49500
49900

§3.227 *Special provisions concerning assignments.*—(*a*) Stations located in the same city shall have substantially the same service area.

(*b*) High-frequency broadcast stations shall use frequency modulation exclusively.

(*c*) Stations serving a substantial part of the same area shall not be assigned adjacent channels.

(*d*) One channel only will be assigned to a station.

§3.228 *Facsimile broadcasting and multiplex transmission.*—The Commission may grant authority to a high-frequency broadcast station for the multiplex transmission of facsimile and aural broadcast programs provided the facsimile transmission is incidental to the aural broadcast and does not either reduce the quality of or the frequency swing required for the transmission of the aural program. The frequency swing for the modulation of the aural program should be maintained at 75 kc and the facsimile signal added thereto. No transmission outside the authorized band of 200 kc. shall result from such multiplex operation nor shall interference be caused to other stations operating on adja-

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[4] The rules relating to allocation of facilities are intended primarily for the information of applicants. Nothing contained in said rules shall be regarded as any recognition of any legal right on behalf of any person to a grant or denial of any application.

[5] There are several current and recognized authorities on retail trading areas or consumer trading areas from which the applicant may prepare its showing and to which the Commission will give consideration in making its determination. Among these recognized authorities are the following: J. Walter Thompson (Retail Shopping Areas), Hearst Magazines, Inc. (Consumer Trading Areas), Rand McNally Map Co. (Trading Areas), and Hagstrom Map Co.'s Four Color Retail Trading Area Map. Although the foregoing sources of data are expressly recognized, the Commission will also give consideration to data furnished from other sources which may have probative value on which the applicant may desire to prepare its showing. See separate release of the Commission "Concerning Applications for High-Frequency Broadcast Stations."

* As defined by the U. S. Bureau of Census.

[6] Special authorizations which do not involve experimental authorization may be granted pursuant to section 1.365.

# Frequency Measuring Service

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cent channels. The transmission of multiplex signals may also be authorized on an experimental basis in accordance with section 3.32, subpart A.

§3.229 *Proof of performance required.*[7]—Within 1 year of the date of first regular operation of high-frequency broadcast station, continuous field intensity records along several radials shall be submitted to the Commission which will establish the actual field contours, and from which operating constants required to deliver service to the area specified in the license are determined. The Commission may grant extensions of time upon showing of reasonable need therefor.

§3.230 *Multiple ownership.*—(*a*) No person (including all persons under common control[8]) shall, directly or indirectly, own, operate, or control more than one high-frequency broadcast station that would serve substantially the same service area as another high-frequency broadcast station owned, operated, or controlled by such person.

(*b*) *No person* (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one high-frequency broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among high-frequency broadcast stations or provide a high-frequency broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of high-frequency broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; *provided, however,* That the Commission will consider the ownership, operation, or control of more than six high-frequency broadcast stations to constitute the concentration of control of high-frequency broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

§3.231 *Normal license period.*—All high-frequency broadcast station licenses will be issued so as to expire at the hour of 3 a.m., eastern standard time, and will be issued for a normal license period of 1 year, expiring as follows:

(*a*) For stations operating on the frequencies 48900, 49100, 49300, 49500, 49700, and 49900, April 1.

(*b*) For stations operating on the frequencies 44500, 44700, 44900, 45100, 45300, 45500, 45700, 45900, 46100, 46300 and 46500, May 1.

(*c*) For stations operating on the frequencies 46700, 46900, 47100, 47300, 47500, 47700, 47900, 48100, 48300, 48500, and 48700, June 1.

(*d*) For stations operating on the frequencies 43100, 43300, 43500, 43700, 43900, 44100, and 44300, July 1.

## EQUIPMENT

§3.241 *Maximum power rating.*—The Commission will not authorize the installation of a transmitter having a maximum rated power more than twice the operating power of the station.

§3.242 *Maximum rated carrier power; how determined.*—(*a*) The maximum rated carrier power of a standard transmitter shall be determined by the manufacturer's rating of the equipment.

(*b*) The maximum rated carrier power of a composite transmitter shall be determined by the sum of the applicable commercial ratings of the vacuum tubes employed in the last radio stage.

§3.243 *Frequency monitor.*—The licensee of each high-frequency broadcast station shall have in operation at the transmitter a frequency monitor independent of the frequency control of the transmitter. It shall have a stability of 20 parts per million. For detailed requirements thereof see Standards of Good Engineering Practice for High-Frequency Broadcast Stations.

§3.244 *Modulation monitor.*—The licensee of each high-frequency broadcast station shall have in operation at the transmitter an approved modulation monitor. For detailed requirements thereof see Standards of Good Engineering Practice for High-Frequency Broadcast Stations.

§3.245 *Required transmitter performance.*—(*a*) The external performance of high-frequency broadcast transmitters shall be within the minimum requirements prescribed by the Commission contained in the Standards of Good Engineering Practice for High-Frequency Broadcast Stations.

(*b*) The transmitter center frequency shall be controlled directly by automatic means which do not depend on inductances and capacities for inherent stability.

(*c*) The transmitter shall be wired and shielded in accordance with good engineering practice and shall be provided with safety features in accordance with the specifications of article 810 of the current National Electric Code as approved by the American Standards Association.

§3.246 *Indicating instruments.*—The direct-plate-circuit current and voltage shall be measured by instruments having an acceptable accuracy. (See Standards of Good Engineering Practice for High-Frequency Broadcast Stations.)

§3.247 *Auxiliary and duplicate transmitters.*—See sections 3.63 and 3.64 for provisions governing the use of auxiliary and duplicate transmitters at high-frequency broadcast stations.

§3.248 *Changes in equipment and antenna system.*—Licensees of high-frequency broadcast stations shall observe the following provisions with regard to changes in equipment and antenna system:

(*a*) No changes in equipment shall be made:

(1) That would result in the emission of signals outside of the authorized channel.

(2) That would result in the external performance of the transmitter being in disagreement with that prescribed in the Standards of Good Engineering Practice for High-Frequency Broadcast Stations.

(*b*) Specific authority, upon filing formal application[9] therefor, is required for a change in service area or for any of the following changes:

(1) Changes involving an increase in the maximum power rating of the transmitter.

(2) A replacement of the transmitter as a whole.

(3) Change in the location of the transmitter antenna.

(4) Change in antenna system, including transmission line, which would result in a measurable change in service or which would affect the determination of the operating power by the direct method. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

(5) Change in location of main studio to outside of the borders of the city, state, district, territory, or possession.

(6) Change in the power delivered to the antenna.

(*c*) Specific authority, upon filing *informal* request therefor is required for the following change in equipment and antenna:

(1) Change in the indicating instruments installed to measure the antenna current or transmission line, direct plate circuit voltage, and the direct current of the last radio stage, except by instruments of the same type, maximum scale reading and accuracy.

(2) Minor changes in the antenna system and/or transmission line which would not result in an increase of service area.

(3) Changes in the location of the main studio except as provided for in subparagraph (*b*) (5).

(*d*) Other changes, except as above provided for in this section or in Standards of Good Engineering Practice for High-Frequency Broadcast Stations prescribed by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof, and such changes shall be shown in the next application for renewal of license.

## TECHNICAL OPERATION

§3.251 *Operating power; how determined.*—The operating power, and the requirements for maintenance thereof, of each high frequency broadcast station shall be determined by the Standards of Good Engineering Practice for High-Frequency Broadcast Stations.

§3.252 *Modulation.*—The percentage of modulation of all stations shall be maintained as high as possible consistent with good quality of transmission and good broadcast practice and in no case less than 85 percent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

§3.253 *Frequency tolerance.*—The operating frequency without modulation of each broadcast station shall be maintained within 2,000 cycles of the assigned center frequency.

## OPERATION

§3.261 *Minimum operating schedule; service.*—(*a*) Except Sundays, the licensee of each high frequency broadcast station shall maintain a regular daily operating schedule which shall consist of at least 3 hours of operation during the period 6 a.m. to 6 p.m., local standard time and 3 hours of operation during the period 6 p.m. to midnight, local standard time. In an emergency, however, when due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period not to exceed 10 days, provided that the Commission and the inspector in charge of the radio district in which the station is located[10] shall be notified in writing immediately after the emergency develops.

(*b*) Such stations shall devote a minimum of 1 hour each day during the period 6 a.m. to 6 p.m., and 1 hour each day during the period 6 p.m. to midnight, to programs not duplicated simultaneously as primary service in the same area by any standard broadcast station or by any high frequency broadcast station. During said 1 hour periods, a service utilizing the full fidelity capability of the system, as set forth in the Standards of Good Engineering Practice for High Frequency Broadcast Stations, shall be rendered. However, the Commission may, upon request accompanied by a showing of reasons therefor, grant exemption from the foregoing requirements, in whole or in part, for periods not in excess of 3 months.[11]

(*c*) In addition to the foregoing minimum requirements, the Commission will consider, in determining whether public interest, convenience, and necessity has been or will be served by the operation of the station, the extent to which the station has made or will make use of the facility to develop a distinct and separate service from that otherwise available in the service area.

## Subpart C—General Rules Applicable to Both Standard and High-Frequency Broadcast Stations

§3.401 *Station license; posting of.*—The station license and any other instrument of authorization or individual order concerning construction of the equipment or the manner of operation of the station shall be posted in a conspicuous place in the room in which the transmitter is located in such manner that all terms thereof are visible and the license of the station operator shall be posted in the same manner. (See secs. 2.51 and 2.52.)

§3.402 *Licensed operator required.*—The licensee of each station shall have a licensed operator or operators of the grade specified by the Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located. (See sec. 2.53.)

§3.403 *Licensed operator; other duties.*—The licensed operator on duty and in charge of a standard or high-frequency broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another radio station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such other stations: *Provided, however,* That such duties shall in nowise interfere with the proper operation of the standard broadcast transmitter.

§3.404 *Logs.*—The licensee of each broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

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[7] See Order 112, March 30, 1943, which suspends until further order of the Commission Section 3.229, requiring that field intensity measurements shall be made and submitted to the Commission within one year of the first date of regular operation of a high frequency (FM) broadcast station.

[8] The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

[9] See Standards of Good Engineering Practice for High-Frequency Broadcast Stations for specific application form required.

[10] See Appendix No. 3, part. 1.

[11] Suspended by Order No. 111-A, dated and effective July 6, 1943 "* * and in lieu thereof, except Sundays, the minimum operating schedule of high frequency (FM) broadcast stations shall be six hours during the period from 6 a.m. to midnight, local standard time; except that if in any emergency, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period not to exceed 10 days, provided that the Commission and the inspector in charge shall be notified in writing immediately after the emergency develops."

ICE
IS HERE TO STAY

# A PLANET *Not a Meteor*

Ever notice how a meteor streaks across the heavens in a blaze of fiery splendor? It's a beautiful sight . . . while it lasts. But most meteors burn themselves out long before striking the earth. Not so a planet . . . though much less brilliant, it's there to stay. That's how we like to think of I. C. E. Here to stay . . . Born of the war . . . yes, but acquitting itself well, and all the better to serve you in the post-war future.

*Electronics*
. . . the promise of great things to come

ICE

**INDUSTRIAL & COMMERCIAL ELECTRONICS**
BELMONT, CALIFORNIA

# FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 420)

(*a*) In the program log:

(1) An entry of the time each station identification announcement (call letters and location) is made.

(2) An entry briefly describing each program broadcast, such as "music," "drama," "speech," etc., together with the name or title thereof, and the sponsor's name, with the time of the beginning and ending of the complete program. If a mechanical record is used, the entry shall show the exact nature thereof, such as "record," "transcription," etc., and the time it is announced as a mechanical record. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

(3) An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor.

(*b*) In the operating log:

(1) An entry of the time the station begins to supply power to the antenna, and the time it stops.

(2) An entry of the time the program begins and ends.

(3) An entry of each interruption to the carrier wave, its cause, and duration.

(4) An entry of the following each 30 minutes:

(*i*) Operating constants of last radio stage (total plate current and plate voltage.)

(*ii*) Antenna current.

(*iii*) Frequency monitor reading.

(*iv*) Temperature of crystal control chamber if thermometer is used.

(5) Log of experimental operation during experimental period. (If regular operation is maintained during this period, the above logs shall be kept.)

(*i*) A log must be kept of all operation during the experimental period. If the entries required above are not applicable thereto, then the entries shall be made so as to fully describe the operation.

(*c*) Where an antenna or antenna supporting structure(s) is required to be illuminated the licensee shall make entries in the radio station log appropriate to the requirements of section 2.82 (a), (b), and (c) as follows:

(1) The time the tower lights are turned on and off if manually controlled.

(2) The time the daily visual observation of the tower lights was made.

(3) In the event of any observed failure of a tower light,

(*i*) Nature of such failure.

(*ii*) Time the failure was observed.

(*iii*) Time and nature of the adjustments, repairs or replacements made.

(*iv*) Airways Communication Station (C.A.A.) notified of the failure of any tower light not corrected within thirty minutes and the time such notice was given.

(*v*) Time notice was given to the Airways Communication Station (C.A.A.) that the required illumination was resumed.

(4) Upon completion of the periodic inspection required at least once each three months,

(*i*) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.

(*ii*) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements.

§3.405 *Logs, retention of.*—Logs of standard or high-frequency broadcast stations shall be retained by the licensee for a period of 2 years, except when required to be retained for a longer period in accordance with the provisions of section 2.54.

§3.406 *Station identification.*—(a) A licensee of a standard or high-frequency broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour: *Provided,*

(*b*) Such identification announcement need not be made on the hour when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production of longer duration than 30 minutes. In such cases the identification announcement shall be made at the beginning of the program, at the first interruption of the entertainment continuity, and at the conclusion of the program.

(*c*) Such identification announcement need not be made on the half hour or quarter hours when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production. In such cases an identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of the program, *Provided,* That an announcement within 5 minutes of the times specified in subdivision (2) of paragraph (*a*) of this section will satisfy the requirements of identification announcements.

(*d*) In the case of variety show programs, baseball game broadcasts, or similar programs of longer duration than 30 minutes, the identification announcement shall be made within 5 minutes of the hour and of the times specified in subdivision (2) of paragraph (*a*) of this section.

(*e*) In the case of all other programs the identification announcement shall be made within 2 minutes of the hour and of the times specified in subdivision (2) of paragraph (*a*) of this section.

(*f*) In making the identification announcement the call letters shall be given only on the channel of the station identified thereby.

§3.407 *Mechanical records.*—Each broadcast program consisting of a mechanical record or a series of mechanical records shall be announced in the manner and to the extent set out below.

(*a*) A mechanical record or a series thereof, of longer duration than 30 minutes, shall be identified by appropriate announcement at the beginning of the program, at each 30-minute interval, and at the conclusion of the program: *Provided, however,* That the identifying announcement at each 30-minute interval is not required in case of a mechanical record consisting of a single, continuous, uninterrupted speech, play, religious service, symphony concert, or operatic production of longer duration than 30 minutes.

(*b*) A mechanical record, or a series thereof, of a longer duration than 5 minutes, and not in excess of 30 minutes, shall be identified by an appropriate announcement at the beginning and end of the program.

(*c*) A single mechanical record of a duration not in excess of 5 minutes shall be identified by appropriate announcement immediately preceding the use thereof.

(*d*) In case a mechanical record is used for background music, sound effects, station identification, program identification (theme music of short duration), or identification of the sponsorship of the program proper, no announcement of the mechanical record is required.

(*e*) The identifying announcement shall accurately describe the type of mechanical record used, i.e., where an electrical transcription is used it shall be announced as a "transcription" or an "electrical transcription," or as "transcribed" or "electrically transcribed," and where a phonograph record is used it shall be announced as a "record."

§3.408 *Rebroadcast.*—(*a*) The term "rebroadcast" means reception by radio of the program[1] of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station.[2]

(*b*) The licensee of a standard or high frequency broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard or high frequency broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.[3]

(*c*) (1) The licensee of a standard or high frequency broadcast station located within a state or the District of Columbia may, without further authority of the Commission, rebroadcast on a noncommercial basis a noncommercial program of a United States international broadcast station.

(2) The licensee of a standard or high frequency broadcast station located in any territory or insular possession of the United States may, without further authority of the Commission, rebroadcast any program of a United States international broadcast station.

(3) In the case of any rebroadcast under the provisions of this paragraph (*c*), the Commission shall be notified of the call letters of each station whose programs are rebroadcast and the licensee shall certify that express authority has been received from the licensee of the station originating the program.

(*d*) No licensee of a standard or high frequency broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission upon application accompanied by written consent or certification of consent of the licensee of the station originating the program.[4][5][6]

(*e*) In case of a program rebroadcast by several standard broadcast stations, such as a chain rebroadcast, the person legally responsible for distributing the program or the network facilities may obtain the necessary authorization for the entire rebroadcast both from the Commission and from the person or licensee of the station originating the program.

Attention is directed to section 325(*b*) of the Communications Act of 1934, which reads as follows:

No person shall be permitted to locate, use, or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there, having a power output of sufficient intensity, and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.[7]

## BROADCASTS BY CANDIDATES FOR PUBLIC OFFICE

§3.421 *General requirements.*—No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, *Provided,* That such licensee shall have no power of censorship over the material broadcast by any such candidate.

§3.422 *Definitions.*—A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who

(*a*) has qualified for a place on the ballot or

(*b*) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (1) has been duly nominated by a political party which is commonly known and regarded as such, or (2) makes a substantial showing that he is a *bona fide* candidate for nomination or office, as the case may be.

§3.423 *Rates and practices.*—The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to these rules, or make or give any preference to any candi-

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[1] As used in sec. 3.408, program includes any complete program or part thereof, or any signals if other than A-3 emission.

[2] In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio, the broadcasting of this program is not considered a rebroadcast.

[3] The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a standard or high frequency broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

[4] The broadcasting of a program relayed by a relay broadcast station (sec. 4.21) is not considered a rebroadcast.

[5] Informal application may be employed.

[6] By Order No. 82, dated and effective June 24, 1941, until further order of the Commission, section 3.408(d) is suspended only insofar as it requires prior written authority of the Commission for the rebroadcasting of programs originated for that express purpose by United States Government radio stations.

[7] Formal application required. See Standards of Good Engineering Practice for form number.

# GAMMATRON *Transmitting Tubes*

2054
1054
454
854
257
3054

## ENGINEERED FOR LONG LIFE

GAMMATRON engineers have skillfully developed during the past 14 years a line of transmitting tubes which have remarkably long life. Tantalum grids and plates, and the absence of internal insulators and unstable clean-up agents, protect GAMMATRONS against emission failure even when heavily overloaded. Other GAMMATRON advantages; low driving power, easy neutralization, freedom from parasitics, and high efficiency at radio and ultra-high frequencies. For the greatest number of watt hours per dollar specify GAMMATRONS, rated output from 50 to 5000 watts.

**HEINTZ AND KAUFMAN LTD.**
SOUTH SAN FRANCISCO CALIFORNIA U·S·A·

| TYPE NUMBER | 24 | 54 | 152L | 158 | 254 | 257* | 304L | 354C | 354E | 454L | 454H | 654 | 854L | 854H | 1054L | 1554 | 2054A | 3054 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MAXIMUM POWER OUTPUT: | | | | | | | | | | | | | | | | | | |
| Class 'C' R.F. | 90 | 250 | 610 | 200 | 500 | 230 | 1220 | 615 | 615 | 900 | 900 | 1400 | 1800 | 1820 | 3000 | 3600 | 2000 | 5300 |
| PLATE DISSIPATION: | | | | | | | | | | | | | | | | | | |
| Watts | 25 | 50 | 150 | 50 | 100 | 75 | 300 | 150 | 150 | 250 | 250 | 300 | 450 | 450 | 750 | 1000 | 1200 | 1500 |
| AVERAGE AMPLIFICATION FACTOR | 25 | 27 | 10 | 25 | 25 | | 10 | 14 | 35 | 14 | 30 | 22 | 14 | 30 | 13.5 | 14.5 | 10 | 20 |
| MAXIMUM RATINGS: | | | | | | | | | | | | | | | | | | |
| Plate Volts | 2000 | 3000 | 3000 | 2000 | 4000 | 4000 | 3000 | 4000 | 4000 | 5000 | 5000 | 4000 | 6000 | 6000 | 6000 | 5000 | 3000 | 5000 |
| Plate M.A. | 75 | 150 | 500 | 200 | 225 | 150 | 1000 | 300 | 300 | 375 | 375 | 600 | 600 | 600 | 1000 | 1000 | 800 | 2000 |
| Grid M.A. | 25 | 30 | 75 | 40 | 40 | 25 | 150 | 60 | 70 | 60 | 85 | 100 | 80 | 110 | 125 | 250 | 200 | 500 |
| MAXIMUM FREQUENCY, Mc.: | | | | | | | | | | | | | | | | | | |
| Power Amplifier | 200 | 200 | 175 | 100 | 175 | 150 | 175 | 50 | 50 | 150 | 150 | 50 | 125 | 125 | 100 | 30 | 20 | 30 |
| INTERELECTRODE CAP: | | | | | | | | | | | | | | | | | | |
| C grid—plate u.u.f. | 1.7 | 1.8 | 5 | 4.6 | 3.6 | 0.04 | 9 | 3.8 | 3.8 | 3.4 | 3.4 | 5.5 | 5 | 4 | 5 | 11 | 18 | 15 |
| C grid—filament u.u.f. | 2.5 | 2.1 | 7 | 4.7 | 3.3 | 13.8 In. | 12 | 4.5 | 4.5 | 4.6 | 4.6 | 6.2 | 6 | 8 | 8 | 15.5 | 15 | 25 |
| C plate—filament u.u.f. | 0.4 | 0.5 | 0.4 | 1.0 | 1.0 | 6.7 Out. | 0.8 | 1.1 | 1.1 | 1.4 | 1.4 | 1.5 | 0.5 | 0.5 | 0.8 | 1.2 | 7 | 2.5 |
| FILAMENT: | | | | | | | | | | | | | | | | | | |
| Volts | 6.3 | 5.0 | 5-10 | 12.6 | 5.0 | 5.0 | 5-10 | 5 | 5 | 5 | 5 | 7.5 | 7.5 | 7.5 | 7.5 | 11 | 10 | 14 |
| Amperes | 3 | 5 | 13-6.5 | 2.5 | 7.5 | 7.5 | 13-26 | 10 | 10 | 11 | 11 | 15 | 12 | 12 | 21 | 17.5 | 22 | 45 |
| PHYSICAL: | | | | | | | | | | | | | | | | | | |
| Length, Inches | 4¼ | $5\frac{7}{16}$ | 7¾ | 4¾ | 7 | 6¾ | 7¾ | 9 | 9 | 10 | 10 | 10⅜ | 12½ | 12½ | 16½ | 18 | 21¼ | 30¾ |
| Diameter, Inches | 1⅜ | 2 | 2½ | 2 | 2⅝ | 2⅝ | 3½ | 3⅜ | 3⅜ | 3¾ | 3¾ | 3¾ | 5 | 5 | 7 | 6 | 6 | 9 |
| Weight, Oz. | 1½ | 2½ | 8 | 4 | 6½ | 6 | 9 | 6½ | 6½ | 7 | 7 | 14 | 14 | 14 | 42 | 56 | 66 | 200 |
| Base | Small UX | Std. UX | Johnson #213 | Std. UX | Std. 50 Watt | Giant 7 Pin | Johnson #213 | Std. 50 Watt | Std. 50 Watt | Std. 50 Watt | Std. 50 Watt | Std. 50 Watt | Std. 50 Watt | Std. 50 Watt | Johnson #214 | HK 255 | W. E. Co. | HK 255 |
| NET PRICE | 4.75 | 8.00 | 30.00 | 18.50 | 13.50 | 27.50 | 65.00 | 24.50 | 24.50 | 27.50 | 27.50 | 75.00 | 75.00 | 75.00 | 175.00 | 225.00 | 300.00 | 395.00 |

*Beam Pentode.

## WRITE FOR FULL DATA ON GAMMATRONS

# FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 422)

date for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

§3.424 *Records; inspection.*—Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

## The Following Rule Is Quoted for the Information of Licensees and Permittees of All Classes of Broadcast Stations:

§43.1 [*] *Information as to ownership, operation, interests therein, contracts, etc.*—Licensees and permittees of all classes of broadcast stations shall file reports as follows:

(*a*) Within 30 days after becoming licensees or permittees all such licensees or permittees shall file with the Commission original reports containing the information required in accordance with the forms adopted and furnished by the Commission and the instructions in such forms.

(*b*) Thereafter, and within 30 days of the occurrence of any event which necessitates a change in information already reported, all such licensees or permittees shall file supplemental reports containing the information required in accordance with the forms adopted and furnished by the Commission and the instructions in such forms.

(*c*) All reports required hereby must be dated and executed under oath (or affirmed according to law) in accordance with the provisions of the form and show the date upon which each reporting event occurred. One report (original or supplemental) may be rendered by a licensee or permittee covering more than one station, provided the reported information relates equally to all stations. Otherwise, separate reports for each station must be filed.

(*d*) A licensee or permittee corporation which has of record on the date of submission of any report 1,000 stockholders or more, may file the information required herein as to the stockholders who own 1,000 or more shares of the stock of said corporation.

(*e*) The term "contract" as it appears on the forms provided by this section shall be construed to include every contract, understanding, or agreement, verbal or written. Verbal contracts shall be reduced to writing and certified copies thereof submitted.

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[*] See also section 1.361 of the Rules of Practice and Procedure which requires the filing by each licensee of a standard broadcast station of financial statements.

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## Part 4.—RULES GOVERNING BROADCAST SERVICES OTHER THAN STANDARD BROADCAST

### IN GENERAL

§4.1 *Frequency tolerance.*—The operating frequency of the broadcast stations as listed below shall be maintained within plus or minus the percentage of the assigned frequency as given in table I.

TABLE I

| Class of station | Frequency tolerance |
|---|---|
| Relay broadcast station: | |
| (a) 1622 to 2830 kc | 0.04 percent. |
| (b) 30000 to 40000 kc and above | 10 watts or less, 0.1 percent.<br>Above 10 watts, 0.05 percent. |
| ST broadcast station | 0.01 percent. |
| International broadcast station | 0.005 percent.[1] |
| Television broadcast station | 0.01 percent. |
| Facsimile broadcast station | 0.05 percent or less as required. |
| High frequency broadcast station | 0.01 percent. |
| Noncommercial educational broadcast station | Do. |
| Developmental broadcast station | 0.05 percent or less as required. |

§4.2 *Frequency monitors.*—(*a*) The licensee of each broadcast station listed in section 4.1 except relay broadcast stations, shall operate at the transmitter a frequency monitor independent of the frequency control of the transmitter.

(*b*) The frequency monitor shall be designed and constructed in accordance with good engineering practice and shall have an accuracy sufficient to determine that the operating frequency is within one-half (½) of the allowed tolerance.

(*c*) The licensee of each relay broadcast station shall provide the necessary means for determining that the frequency of the station is within the allowed tolerance.

(*d*) The frequency of all stations listed in section 4.1 shall be checked at each time of beginning operation and as often thereafter as necessary to maintain the frequency within the allowed tolerance.

§4.3 *License period; renewal.*[2]—(*a*) Licenses for the following classes of broadcast stations normally will be issued for a period of 1 year expiring as follows:[3]

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[1] Tolerance may be 0.01 percent on equipment installed prior to January 1, 1940, and until January 1, 1941, when all international stations shall maintain frequency within 0.005 percent of the assigned frequency.

[2] Order No. 110, dated and effective December 29, 1942, suspends, until further order of the Commission, that portion of this section which established for international broadcast stations a normal license term of one year and ordered: "The license term for every international broadcast station, either licensed at this date or licensed hereafter, shall end at the earlier of the following dates: (a) November 1, 1945, or (b) the first day after October 31, 1943, on which its operations are not controlled, by agreement or otherwise, by the Office of War Information or the Coordinator of Inter-American Affairs".

[3] Licenses will be renewed according to the schedules set out in these rules upon the expiration of existing licenses.

THE advent of Peace will see the entire resources of our augmented engineering staff and laboratories turned again to the service of the Broadcast Industry.

Until that day a large percentage of our effort must be devoted to our war contracts.

In the meantime our Broadcast Engineering Department will do its best to serve you.

……

*Owners and Operator of Washington's Experimental*
*FM Broadcast Station W3XO*

**JANSKY & BAILEY**
*Consulting Radio Engineers*

NATIONAL PRESS BUILDING • WASHINGTON, D. C.

# FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 424)

| Class of station | Date of expiration |
|---|---|
| ST broadcast station | Apr. 1 |
| International broadcast station | Nov. 1 |
| Television broadcast station | Feb. 1 |
| Facsimile broadcast station | Mar. 1 |
| High frequency broadcast station | Apr. 1 |
| Noncommercial educational broadcast station | May 1 |
| Developmental broadcast station | May 1 |

(*b*) Licenses for the following class of broadcast station normally will be issued for a period of two years expiring as follows:

| Class of station | Date of expiration |
|---|---|
| Relay broadcast station: | |
| (a) 1622 to 2830 kc | Oct. 1 (even years). |
| (b) 30000 to 40000 kc and above | Dec. 1 (odd years). |

(*c*) Each licensee shall submit the application for renewal of license at least 60 days prior to the expiration date (section 1.360).

(*d*) A supplemental report shall be submitted with each application for renewal of license of a station licensed experimentally[4] in accordance with the regulations governing each class of station.

§4.4 *Requirements, limitations, and restrictions.*—(*a*) No station licensed experimentally will be assigned for exclusive use of any frequency. In case interference would be caused by simultaneous operation of stations licensed experimentally, such licenses shall endeavor to arrange satisfactory time division. If such agreement cannot be reached, the Commission will determine and specify the time division.

(*b*) The Commission may from time to time require that a station licensed experimentally conduct such experiments that are deemed desirable and reasonable for the development of the service.

(*c*) The program of research and experimentation as offered by an applicant in compliance with the requirements for obtaining a license for an experimental station[4] shall be adhered to in the main, unless the licensee is authorized to do otherwise by the Commission.

(*d*) A licensee of an experimental station is not required to adhere to a regular schedule of operation but shall actively conduct a program of research and experimentation or transmission of programs: *Provided, however,* Licensees of developmental broadcast stations which are licensed to conduct special intermittent experiments, such as to develop and test commercial broadcast equipment, are required to operate only when there is a need therefor.

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(*e*) A supplementary statement shall be filed with and made a part of each application for construction permit for any broadcast station on an experimental basis which specifies any frequency above 300000 kilocycles or in the bands 162000 to 168000, 210000 to 216000, and 264000 to 270000 kilocycles except television, confirming the applicant's understanding:

(1) That all operation upon the frequency is experimental only,

(2) That the frequency may not be the best suited to the particular experimental work to be carried on, and

(3) That the frequency may not be allocated for the service that may be developed experimentally.

§4.5 *Station records.*—(*a*) The licensee of each class of broadcast station listed in section 4.1 shall maintain adequate records of the operation, including:

(1) Hours of operation.
(2) Program transmitted.
(3) Frequency check.
(4) Pertinent remarks concerning transmission.
(5) In case of relay station, an entry giving point of program origination and receiver location shall be included.

(6) Research and experimentation conducted in case of an experimental station.

(7) And any additional information specified in the regulations governing each class of station or for completing the supplemental report as required.

(*b*) Where an antenna or antenna supporting structures(s) is required to be illuminated the licensee shall make entries in the radio station log appropriate to the requirements of section 2.82 (*a*), (*b*), and (*c*) as follows:

(1) The time the tower lights are turned on and off if manually controlled.
(2) The time the daily visual observation of the tower lights was made.
(3) In the event of any observed failure of a tower light.
(*i*) Nature of such failure.
(*ii*) Time the failure was observed.
(*iii*) Time and nature of the adjustments, repairs or replacements made.
(*iv*) Airways Communication Station (C.A.A.) notified of the failure of any tower light not corrected within thirty minutes and the time such notice was given.

(*v*) Time notice was given to the Airways Communication Station (C.A.A.) that the required illumination was resumed.

(4) Upon completion of the periodic inspection required at least once each three months,

(*i*) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.

(*ii*) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements.

[Amendment No. 194; Comm. action 9-28-43; effec. 10-28-43.]

§4.6 *Equipment changes.*—The licensee of each class of broadcast station listed in section 4.1 may make any changes in the equipment that are deemed desirable or necessary, *Provided:*

(*a*) That the operating frequency is not permitted to deviate more than the allowed tolerance;

(*b*) That the emissions are not permitted outside the authorized band;

(*c*) That the power output complies with the license and the regulations governing the same; and

(*d*) That the transmitter as a whole or output power rating of the transmitter is not changed.

§4.7 *Emission authorized.*—All classes of broadcast licenses authorize A3 emission only unless otherwise specified in the license. In case A1, A2, A4, A5, or special emission are necessary or helpful in carrying on any phases of experimentation, application setting out fully the needs shall be made to, and authority therefor received from, the Commission.

§4.8 *Additional orders, as needed.*—In case all the general rules and regulations and the specific rules governing each class of broadcast station do not cover all phases of operation or experimentation with respect to external effects, the Commission may make supplemental or additional orders in each case as deemed necessary for operation in the public interest, convenience, and/or necessity.

§4.9 *Operation.*—A licensed operator shall be on duty and in charge of the transmitter of each broadcast station listed in section 4.1. In no case will remote-control operation be authorized. A transmitter is not considered as being operated by remote control when the following conditions prevail:

(*a*) Continuous reading indicating instruments are before the operator as follows:

(1) Frequency deviation meter.
(2) Percentage modulation indicator.
(3) Spurious emission check (receiver).
(4) Last radio stage plate voltage.
(5) Last radio stage total plate current.
(6) Output or antenna current.
(*b*) The operator has off-and-on control of the power to the last radio stage.
(*c*) The operator can reach the transmitter proper in not more than 5 minutes to make any changes or adjustments necessary to maintain proper operation.

§4.10 *Rebroadcasts.*[5]—(*a*) The licensee of an international or noncommercial educational broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certified that express authority has been received from the licensee of the station originating the program.[6] (See section 4.43 and 4.132 (c) concerning commercial announcements.)

(*b*) No licensee of an international broadcast station shall rebroadcast the programs of any other class of United States radio station without written authority having first been obtained from the Commission.[7] [8]

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[4] The phrases "station licensed experimentally and "experimental station" are used interchangeably and refer to stations listed in section 4.3 when so specified in the instrument of authorization.

[5] For definition of "rebroadcast" see 3.94 (a).

[6] The notice and certification of consent must be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a standard broadcast station several times during a license period, notice and certification of consent must be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

(c) The licensee of a noncommercial educational broadcast station may, without further authority of the Commission, rebroadcast the noncommercial programs of a standard broadcast station or an international broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.

(d) No licensee of any other class of broadcast station listed in section 4.1 (television, facsimile, high frequency or developmental) shall rebroadcast the program of any radio station without written authority first having been obtained from the Commission.[7]

(e) A licensee of an international broadcast station may authorize the rebroadcast of its programs by any station outside the limits of the North American Continent without permission from the Commission: *Provided*, That the station rebroadcasting the programs cannot be received consistently in the United States.

(f) An application for authority to rebroadcast the program of any radio station shall be accompanied by written consent or certification of consent of the licensee of the station originating the program.

§4.11 *Equipment and program tests.*—(*a*) A licensee of a broadcast station listed in section 4.1 shall conduct equipment tests in accordance with section 2.42 and program tests in accordance with section 2.43.

(*b*) In case the transmitter and associated equipment are on hand in complete form and an application for license was filed and granted with the application for construction permit, then the notification of equipment tests and program tests as required by paragraph (*a*) of this section need not be made.

§4.12 *Station and operator licenses; posting of.*—(*a*) The station license and any other instrument of authorization or individual order concerning the construction of the equipment or manner of operation of the station shall be posted so that all terms thereof are visible in a conspicuous place in the room in which the transmitter is located: *Provided:*

(1) If the transmitter operator is located at a distance from the transmitter pursuant to section 4.9, the station license shall be posted in the above-described manner at the operating position.

(2) If the station is licensed for portable-mobile operation, the station license or a photo copy thereof shall be affixed to the equipment or kept in the possession of the operator on duty at the transmitter. If a photo copy is used the original license shall be available for inspection by an authorized government representative.

(*b*) The license of each station operator (s) shall be conspicuously posted at the operating position, *Provided:*

(1) If the station at which the operator is on duty is licensed for portable-mobile operation, the operator's license may be kept in his personal possession.

## RELAY BROADCAST STATIONS

§4.21 *Defined.*[9] [10]—The term "relay broadcast station" means a station licensed to transmit from points where wire facilities are not available, programs for broadcast by one or more broadcast stations, or orders concerning such programs.

§4.22 *Licensing and authorizations.*—(*a*) A license for a relay broadcast station will be issued only to the licensee of a standard broadcast station:[11] *Provided, however,* In cases where it is impractical, impossible, or prohibited by laws or regulations for the licensee of a standard broadcast station to install, operate, or maintain the necessary equipment under its legal control, the Commission may grant special temporary authority for each event to another person to operate as a relay broadcast station equipment already licensed for another service, or equipment which may be installed under section 319 (*b*) of the Communications Act of 1934 without a construction permit: *And provided further:*

(*b*) The Commission may license a special relay broadcast station to the licensee of another class of broadcast station provided a need therefor is shown and the relay station will be used only for relaying of programs for broadcast by such broadcast station.

(*c*) The license of a relay broadcast station authorized the transmission of commercial or sustaining programs, or orders concerning such programs, to be broadcast by its standard broadcast station and other broadcast stations transmitting the same programs simultaneously or a chain program to the network with which the licensee is regularly affiliated. The license of a relay station does not authorize transmission of programs to be broadcast solely by other broadcast stations not aforementioned.

(*d*) In case a licensee has two or more standard broadcast stations located in different cities, it shall, in applying for a new relay station or for renewal of an existing relay station, designate the standard broadcast station or stations in conjunction with which the relay station is to be operated principally, and it shall not thereafter operate the relay station in conjunction with another of its standard broadcast stations located in a different city for more than a total of 10 days in any 30-day period.

(*e*) Each application for temporary authority to operate a relay broadcast station from a person other than a licensee of a standard broadcast station shall be accompanied by an application for authority to broadcast the program from the licensee of the standard broadcast station proposing the broadcast.

(*f*) An application for special temporary authority to operate another class of station as a relay broadcast station shall specify a group of frequencies allocated in section 4.23: *Provided, however,* In case of events of national interest and importance which cannot be transmitted successfully to the nearest available wire facilities on these frequencies, other frequencies under the jurisdiction of the Commission may be requested, if it is shown that the operation thereon will not cause interference to established stations.

(*g*) An application for special temporary authority to operate on frequencies not allocated by section 4.23, or to operate another class of station as a relay broadcast station, must be received by the Commission not less than 10 days prior to the actual event to be broadcast, and shall contain complete information concerning the frequencies requested, and the license of the station to be used. In case of emergencies, which shall be fully explained in the application, the Commission may waive the 10-day requirement specified herein.

§4.23 *Frequency assignment and operation.*—(*a*) The following groups of frequencies are allocated for assignment to relay broadcast stations:

| Group A<br>*Kilocycles* | Group B<br>*Kilocycles* | Group C<br>*Kilocycles* | Group D<br>*Kilocycles* | Group E<br>*Kilocycles* |
|---|---|---|---|---|
| 1622 | 1606 | 1646 | 30820 | 31220 |
| 2058 | [12] 2074 | 2090 | 33740 | 35620 |
| 2150 | 2102 | 2190 | 35820 | 37020 |
| 2790 | 2758 | 2830 | 37980 | 39260 |

| Group F<br>*Kilocycles* | Group G<br>*Kilocycles* | Group H<br>*Kilocycles* | Group I<br>*Kilocycles* | Group J |
|---|---|---|---|---|
| 31620 | 33380 | 156075 | 156750 | Any 4 frequencies above 300000 kc. excluding band 400000 to 401000 kc. |
| 35260 | 35020 | 157575 | 158400 | |
| 37340 | 37620 | 159975 | 159300 | |
| 39620 | 39820 | 161925 | 161100 | |

(*b*) One of the above groups only, including all four frequencies, will be assigned each station. The first application from any metropolitan area for the frequencies in groups A, B, or C shall specify group A; the second group B, and the third group C, the fourth group A again, etc., and likewise for frequencies in groups D, E, F, or G, first application group D, second E, third F, etc. Outstanding assignments not following this order will not be changed unless a need therefor develops. Additional applicants shall specify the next unassigned group in sequence or any other group if it appears interference will be avoided thereby.

(*c*) A station may be licensed for group H when a need for frequencies of this order may be shown.

(*d*) Group I will be licensed to stations to operate with frequency modulation only when need for such operation and frequencies of this order may be shown.

(*e*) Any four specific frequencies under group J will be assigned on experimental operation only and an applicant may apply for the four frequencies which appear most suitable for the experimental work to be conducted.

(*f*) The licensee of a station on group J shall carry on research and experimentation for the advancement of the relay broadcast art and development of these ultra high frequencies for relay broadcast services. An application for authority to operate a station on frequencies in group J shall include a statement concerning the research and experiments to be conducted. The research and experiments shall indicate reasonable promise of substantial contribution to the development of the program relay services.

(*g*) A license authorizes operation on only one of the four assigned frequencies at any one time. In case it is desired to transmit programs and spoken orders concerning such programs simultaneously, two licenses are required though each may specify the same group of frequencies.

§4.24 *Frequency selection to avoid interference.*—In case two or more stations are licensed for the same group of frequencies in the same area and in case simultaneous operation is contemplated, the licensees shall endeavor to select frequencies to avoid interference. If a mutual agreement to this effect

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[7] The broadcasting of a program relayed by a relay broadcast station (section 4.21) is not considered a rebroadcast.

[8] Informal application may be employed.

[9] See section 4.5 (a) (6) for special log entry requirements.

[10] By Order No. 82, dated and effective June 24, 1941, until further order of the Commission, this section is suspended "only insofar as it precludes by definition the use of a relay broadcast station where wire facilities are available for the transmission of programs from points under the jurisdiction of the military or naval establishments of the United States, where the broadcasting of such programs has been requested by the appropriate establishment."

[11] See "Number of Relay Broadcast Stations That Will Be Licensed to Each Holder of Standard Broadcast Station License" as announced by the Commission.

[12] Subject to the condition that no interference is caused to Government stations on adjacent channels.

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cannot be reached the Commission shall be notified and it will specify the frequencies on which each station is to be operated.

§4.25 *Power limitations.*—(*a*) A relay broadcast station assigned frequencies in groups A, B, C, and J will be licensed to operate with a power output not in excess of that necessary to transmit the program and orders satisfactorily to the receivers and shall not be operated with a power greater than licensed.

(*b*)[13] A relay broadcast station assigned frequencies in groups D, E, F, and G will not be authorized to install equipment or licensed for an output power in excess of 100 watts; *Provided*, That before using any frequency in these groups with a power in excess of 25 watts, tests shall be made by the licensee to insure that no objectionable interference will result to the service of any government station, *And provided further*, That if the use of any frequency may cause interference then the power shall be reduced to 25 watts or another frequency in the licensed group selected which will not cause objectionable interference.

(*c*) [14] A relay broadcast station assigned frequencies in groups H and I will be licensed to operate with a power output not in excess of that necessary to transmit the program and orders satisfactorily to the receivers and shall not be operated with a power greater than that licensed. In event interference may be caused to stations on adjacent channels, licensees shall endeavor to make arrangements to reduce power to a point where interference will not be objectionable. If a satisfactory arrangement cannot be agreed upon the Commission will determine and specify the maximum power or conditions of operation of each such station.

§4.26 *Supplemental report with renewal application.*—The licensee of a relay broadcast station assigned frequencies under group J shall submit a supplemental report with and made a part of each application for renewal of license as follows:

(*a*) Number of hours operated for experimental purposes.

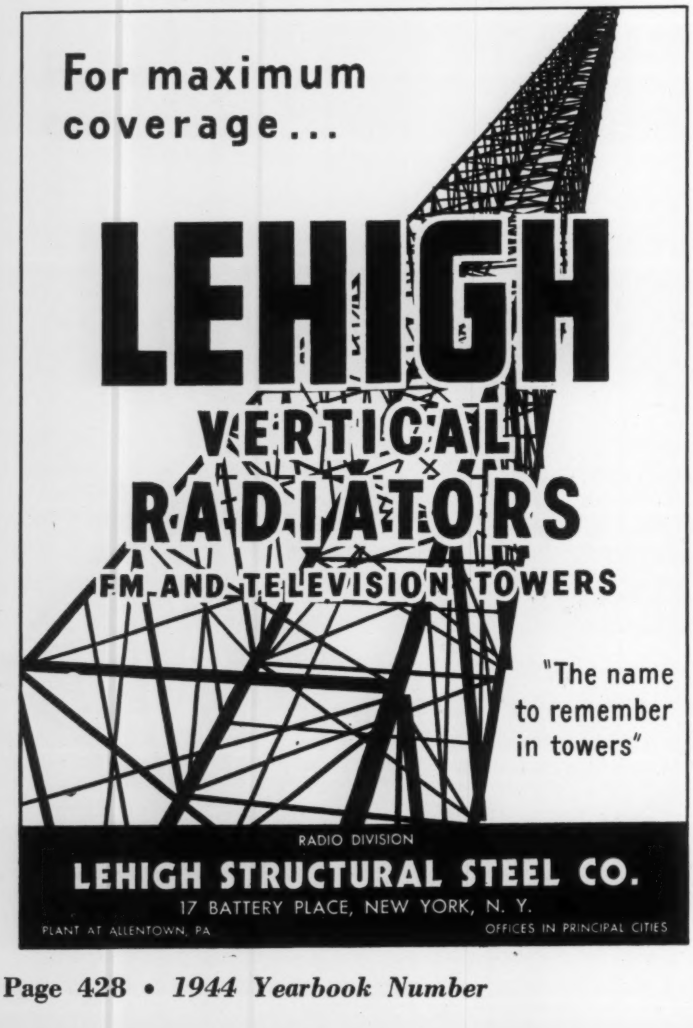
(*b*) Developments carried on in the relay broadcast service.

(*c*) Propagation characteristics of the frequencies assigned with regard to relay broadcast service.

(*d*) All developments or major changes in equipment.

(*e*) Any other pertinent developments.

§4.27 *Station identification.*—Each relay broadcast station shall announce its call letters at the beginning and end of each period of operation, and during operation, at least once every hour it either shall announce its call letters or shall make an announcement which will permit it to be identified.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## RULES GOVERNING ST BROADCAST STATIONS

§4.31 *Defined.*—The term "ST[15] broadcast station" means a station used to transmit programs from the main studio to the transmitter of a high frequency broadcast station, or an international broadcast station.

§4.32 *Licensing requirements.*—An ST broadcast station will be licensed only to the licensee of a high frequency broadcast station or of an international broadcast station. Only one ST broadcast station will be authorized in connection with the license for any high frequency broadcast station. Not more than two ST broadcast stations will be authorized in connection with the license for any international broadcast station. Each such ST station shall be at a fixed location.

§4.33 *Service.*—The license of an ST broadcast station authorizes the transmission of program material, including commercial programs, from the main studio to the transmitter of the high frequency broadcast station or international broadcast station in connection with which it is authorized.

§4.34 *Frequency assignment and operation.*—(*a*) The following frequencies are allocated for assignment to ST broadcast stations upon an experimental basis

| *Kilocycles* | *Kilocycles* | *Kilocycles* | *Kilocycles* | *Kilocycles* |
|---|---|---|---|---|
| 330400 | 333400 | 336400 | 339400 | 342400 |
| 331000 | 334000 | 337000 | 340000 | 343000 |
| 331600 | 334600 | 337600 | 340600 | 343600 |
| 332200 | 335200 | 338200 | 341200 | |
| 332800 | 335800 | 338800 | 341800 | |

(*b*) ST broadcast stations will be authorized to employ frequency modulation only.

(*c*) The maximum frequency swing employed by ST broadcast stations shall not be in excess of 200 kilocycles.

(*d*) The licensee of each ST broadcast station shall install and operate a directional antenna designed so that the gain in power toward the receiver shall be 10 (field gain 3.16) times the free space field from a doublet (137.6 mv/m for 1 kw at 1 mile). In all other directions 30° or more off the line to receiver, the power gain shall not exceed one-fourth the free space field gain from a doublet.

§4.35 *Power.*—ST broadcast station will be licensed with a power output not in excess of that necessary to render a satisfactory service.

§4.36 *Required experimentation.*—The licensee of each ST broadcast station is required to conduct experimentation with regard to the following:

(*a*) Design of equipment and power required to render a satisfactory service.

(*b*) Design and adjustment of directional transmitting antenna.

(*c*) Design and location of receiving antennas.

§4.37 *Supplemental report with renewal application.*—A supplemental report shall be filed with and made a part of each application for renewal of application and shall include statements as to the following items:

(*a*) Total hours of operation.

(*b*) Continuity of service, causes and duration of any interruptions.

(*c*) Power required to deliver satisfactory signal at receiver.

(*d*) Data on design, adjustments, and operation of directional receiving and transmitting antennas.

(*e*) Interference to service resulting from other stations or other sources.

(*f*) Cost of transmitter and receiver installation and expense of operation.

(*g*) Over-all fidelity of equipment, frequency and amplitude.

§4.38 *Station identification.*—Each ST broadcast station shall announce its call letters at the beginning and end of each period of operation, and during operation, at least once every hour it either shall announce its call letters or shall make an announcement which will permit it to be identified.

## INTERNATIONAL BROADCAST STATIONS

§4.41 *Defined.*—The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception. (Frequencies for these stations are allocated from bands assigned [between 6000 and 26600 kilocycles] for broadcasting by international agreement.)

§4.42 *Licensing requirements; necessary showing.*—A license for an international broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

(*a*) That there is a need for the international broadcast service proposed to be rendered.

(*b*) That the necessary program sources are available to the applicant to render an effective international service.

(*c*) That the technical facilities are available on which the proposed service can be rendered without causing interference to established international stations having prior registration and occupancy in conformity with existing international conventions or regulations on the frequency requested.[16]

(*d*) That directive antennas and other technical facilities will be employed to deliver maximum signals to the country or countries for which the service is designed.

(*e*) That the production of the program service and the technical operation of the proposed station will be conducted by qualified persons.

(*f*) That the applicant is technically and financially qualified and possesses adequate technical facilities to carry forward the service proposed.

(*g*) That the public interest, convenience and necessity will be served through the operation of the proposed station.

§4.43 *Service; commercial or sponsored programs.*—(*a*)[17] A licensee of an international broadcast station shall render only an international broadcast service which will reflect the culture of this country and which will promote international goodwill, understanding, and cooperation. Any program solely intended for, and directed to an audience in the continental United States does not meet the requirements for this service.

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[13] As amended by the Commission, effective November 7, 1939.

[14] As amended by the Commission, effective July 12, 1939.

[15] The abbreviation "ST" is derived from "studio-transmitter."

[16] See General Radio Regulations annexed to the International Telecommunications Convention, Madrid, 1932, art. 7. Prior to September 1, 1939, and thereafter see Cairo General Radio Regulations, art. 7, annexed to the International Telecommunications Conferences, Cairo, Egypt, 1938. Also, see list of assignments to international channels prepared by the Bureau of the International Telecommunications Union, Berne, Switzerland.

[17] The Commission on July 14, 1939, suspended the operation of section 4.43 (a) until further order of the Commission.

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(*b*) Such international broadcast service may include commercial or sponsored programs: *Provided*, That—

(1) Commercial program continuities give no more than the name of the sponsor of the program and the name and general character of the commodity, utility or service, or attraction advertised.

(2) In case of advertising a commodity, the commodity is regularly sold or is being promoted for sale on the open market in the foreign country or countries to which the program is directed in accordance with paragraph (*c*) of this section.

(3) In case of advertising an American utility or service to prospective tourists or visitors to the United States, the advertisement continuity is particularly directed to such persons in the foreign country or countries where they reside and to which the program is directed in accordance with paragraph (*c*) of this section.

(4) In case of advertising an international attraction (such as a world fair, resort, spa, etc.) to prospective tourists or visitors to the United States, the oral continuity concerning such attraction is consistent with the purpose and intent of this section.

(5) In case of any other type of advertising, such advertising is directed to the foreign country or countries and to which the program is directed in accordance with paragraph (*c*) of this section and is consistent with the purpose and intent of this section.

(*c*) The areas or zones established to be served by international broadcast stations are the foreign countries of the world, and directive antennas shall be employed to direct the signals to specific countries. The antenna shall be so designed and operated that the signal (field intensity) toward the specific foreign country or countries served shall be at least 3.16 times the average effective signal from the station (power gain of 10).

(*d*) An international broadcast station may transmit the program of a standard broadcast station or network system: *Provided*, The conditions in paragraph (*b*) of this section in regard to any commercial continuities are observed and when station identifications are made, only the call letter designation of the international station is given on its assigned frequency: *And provided further*, That in the case of chain broadcasting[18] the program is not carried simultaneously by another international station (except another station owned by the same licensee operated on a frequency in a different group to obtain continuity of signal service), the signals from which are directed to the same foreign country or countries.

(*e*) Station identification, program announcements, and oral continuity shall be made with international significance (language particularly) which is designed for the foreign country or countries for which the service is primarily intended.

(*f*)[19] Each licensee of an international broadcast station shall make verbatim mechanical records of all international programs transmitted.

(2) The mechanical records, and such manuscripts, transcripts, and translations of international broadcast programs as are made shall be kept by the licensee for a period of two years after the date of broadcast and shall be furnished the Commission or be available for inspection by representatives of the Commission upon request.

(3) If the broadcast is in a language other than English the licensee shall furnish to the Commission upon request such record and scripts together with complete translations in English.

§4.44 *Frequency assignment.*—(*a*) The following groups of frequencies are allocated for assignment to international broadcast stations:

| Group A | Group B | Group C | Group D |
|---|---|---|---|
| *Kilocycles* | *Kilocycles* | *Kilocycles* | *Kilocycles* |
| 6040 | 9530 | 11710 | [20] 15130 |
| 6060 | [20] [21] 9550 | [20] [21] 11730 | 15150 |
| 6080 | 9570 | 11790 | 15210 |

| Group A | Group B | Group C | Group D |
|---|---|---|---|
| *Kilocycles* | *Kilocycles* | *Kilocycles* | *Kilocycles* |
| 6100 | 9590 | 11820 | 15250 |
| [20] 6120 | 9650 | 11830 | 15270 |
| 6140 | 9670 | 11870 | 15330 |
| 6170 | | 11890 | 15350 |
| 6190 | | | |

| Group E | Group F | Group G |
|---|---|---|
| *Kilocycles* | *Kilocycles* | *Kilocycles* |
| 17750 | 21460 | 25600 |
| 17760 | [20] [21] 21500 | 25625 |
| 17780 | 21520 | 25650 |
| 17800 | 21540 | 25675 |
| 17830 | 21570 | 25700 |
| | 21590 | 25725 |
| | 21610 | 25750 |
| | 21630 | 25775 |
| | 21650 | 25800 |
| | | 25825 |
| | | 25850 |

(*b*) Additional frequencies allocated by international agreement may be assigned to international broadcast stations subject to the conditions that no objectionable interference results to the service of foreign international broadcast stations which, in the opinion of the Commission, have priority of assignment.

(*c*) Any frequency licensed to an international broadcast station shall also be available for assignment to other international broadcast stations, provided no objectionable interference is caused to the service of any United States international broadcast station.

(*d*)[22] An international broadcast station will not be authorized to use more than one frequency listed in any group listed in paragraph (*a*) without a showing of technical necessity.

(*e*)[22] Not more than one frequency shall be used simultaneously under the same authorization and call letter designation.

§4.45 *Power requirement.*—No international broadcast station will be authorized to install equipment or licensed for operation with a power less than 50 kilowatts.[23]

§4.46[24] *Supplemental report with renewal application.*—A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

(*a*) The number of hours operated on each frequency.

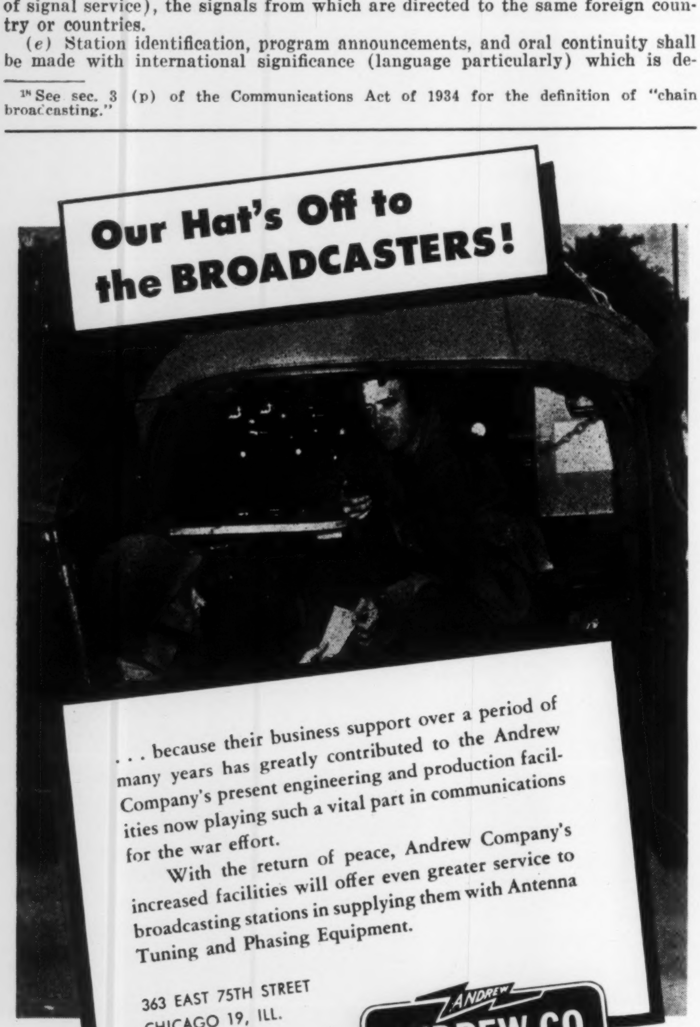
(*b*) A list of programs transmitted of special international interest.

(*c*) Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.

§4.47 *Frequency control.*—The transmitter of each international broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.005 percent of the assigned frequency.[25]

## VISUAL BROADCAST SERVICE

§4.61 *Defined.*—The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two classes of stations recognized in the visual broadcast service, namely: Television broadcast stations and facsimile broadcast stations.



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[18] See sec. 3 (p) of the Communications Act of 1934 for the definition of "chain broadcasting."

[19] Suspended until further order of the Commission by Order No. 108, dated and effective December 22, 1942.

[20] Authorizations for international broadcast stations which permit operation on these frequencies shall be subject to the condition that the authorizations for these frequencies may be modified by the Commission to delete these frequencies without advance notice or hearing.

[21] Authorizations for international broadcast stations which permit operation on these frequencies shall be subject to the condition that there shall be no commercial or advertising announcements of any kind in the programs broadcast through the medium of these frequencies, and that the names of program sponsors shall not be broadcast.

[20] Authorizations for international broadcast stations which permit operation on these frequencies shall be subject to the condition that the authorizations for these frequencies may be modified by the Commission to delete these frequencies without advance notice or hearing.

[21] Authorizations for international broadcast stations which permit operation on these frequencies shall be subject to the condition that there shall be no commercial or advertising announcements of any kind in the programs broadcast through the medium of these frequencies, and that the names of program sponsors shall not be broadcast.

[22] Suspended until further order of the Commission by Order No. 108, dated and effective December 22, 1942.

[23] This provision shall become effective as applying to existing stations July 1, 1941.

[24] Suspended until further order of the Commission by Order No. 108, dated and effective December 22, 1942.

[25] See section 4.1. This provision shall become effective as applying to existing stations January 1, 1941.

## EXPERIMENTAL TELEVISION BROADCAST STATIONS

§4.71 *Defined.*—(*a*) The term "experimental television broadcast station" means a station licensed for experimental transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.[38]

(*b*) Under these rules for experimental television broadcast stations, the Commission will authorize experimental television relay broadcast stations for transmitting from points where suitable wire facilities are not available, programs for broadcast by one or more television broadcast stations. Such authorization will be granted only to the licensee of a television broadcast station.

§4.72 *Purpose.*—A license for an experimental television broadcast station will be issued for the purpose of carrying on research and experimentation for the advancement of television broadcasting which may include tests of equipment, training of personnel, and experimental programs as are necessary for the experimentation.

§4.73 *Licensing requirements, necessary showing.*—A license for a television broadcast station will be issued only after a satisfactory showing has been made in regard to the following:

(1) That the applicant has a definite program of research and experimentation in the technical phases of television broadcasting, which indicates reasonable promise of substantial contribution to the developments of the television art.

(2) That upon the authorization of the proposed station the applicant can and will proceed immediately with its program of research and experimentati

(3) That the transmission of signals by radio is essential to the proposed program of research and experimentation.

(4) That the program of research and experimentation will be conducted by qualified personnel.

(5) That the applicant is legally, financially, technically, and otherwise qualified to carry forward the program.

(6) That public interest, convenience or necessity will be served through the operation of the proposed station.

§4.74 *Charges.*—No charges, either direct or indirect; shall be made by the licensee of an experimental television station for the production or transmission of either aural or visual programs transmitted by such station except that this section shall not apply to the transmission of commercial programs by an experimental television relay broadcast station for retransmission by a television broadcast station.

§4.75 *Announcements.*—(*a*) *Station identification.*—A licensee of a television broadcast station shall make station identification announcement aurally and visually (call letters and location) at the beginning and ending of each time of operation and during operation on the hour.

(*b*) At the time station identification announcements are made there shall be added the following:

> *This is a special television broadcast made by authority of the Federal Communications Commission for experimental purposes.*

§4.76 *Operating requirements.*—(*a*) Each licensee of a television broadcast station shall diligently prosecute its program of research from the time its station is authorized.

(*b*) Each licensee of a television station will, from time to time, make such changes in its operations as may be directed by the Commission for the purpose of promoting worthwhile experimentation and improvement in the art of television broadcasting.

§4.77 *Frequency assignment.*—(*a*) The following groups of channels are available for assignment to television broadcast stations licensed experimentally:

| Group A | | Group B | | Group C |
|---|---|---|---|---|
| Channel No. | Kilocycles | Channel No. | Kilocycles | |
| 1 | 50000- 56000 | 8 | 162000-168000 | Any 6000 kc. band above 300000 kc., excluding band 400000 to 401000 kc. |
| 2 | 60000- 66000 | 9 | 180000-186000 | |
| 3 | 66000- 72000 | 10 | 186000-192000 | |
| 4 | 78000- 84000 | 11 | 204000-210000 | |
| 5 | 84000- 90000 | 12 | 210000-216000 | |
| 6 | 96000-102000 | 13 | 230000-236000 | |
| 7 | 102000-108000 | 14 | 236000-242000 | |
| | | 15 | 258000-264000 | |
| | | 16 | 264000-270000 | |
| | | 17 | 282000-288000 | |
| | | 18 | 288000-294000 | |

(*b*) No experimental television broadcast station will be authorized to use more than one channel in group A except for good cause shown. Both aural and visual carriers with side bands for modulation are authorized but no emission shall result outside the authorized channel.

(*c*) No persons (including all persons under common control) shall control directly or indirectly, two or more experimental television broadcast stations (other than television relay broadcast stations) unless a showing is made that the character of the programs of research require a licensing of two or more separate stations.

(*d*) A license for an experimental television broadcast station will be issued only on the condition that no objectionable interference will result from the transmissions of the station to the regular program transmissions of television broadcast stations. It shall at all times be the duty of the licensee of an experimental television broadcast station to ascertain that no interference will result from the transmissions of its station. With regard to interference with the transmissions of an experimental television broadcast station or the experimental or test transmissions of a television broadcast station, the licensees shall make arrangements for operations to avoid interference.

(*e*) Channels in groups B and C may be assigned to experimental television stations to serve auxiliary purposes such as television relay stations. No mobile or portable station will be licensed for the purpose of transmitting television programs to the public directly.

§4.78 *Power.*—The operating power of a television station shall be adequate for but not in excess of that necessary to carry forward the program of research and in no case in excess of the power specified in its license.

§4.79 *Reports.*—(*a*) A report shall be filed with each application for renewal of station license which shall include a statement of each of the following:

(1) Number of hours operated.

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[38] The transmission of synchronized sound (aural broadcast) is considered an essential phase of television broadcast and one license will authorize both visual and aural broadcast.

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# FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 431)

(2) Full data on research and experimentation conducted including the type of transmitting and studio equipment used and their mode of operation.

(3) Data on expense of research and operation during the period covered.

(4) Power employed, field intensity measurements and visual and aural observations and the types of instruments and receivers utilized to determine the service area of station and the efficiency of respective types of transmissions.

(5) Estimated degree of public participation in reception and the results of observations as to the effectiveness of types of transmission.

(6) Conclusions, tentative and final.

(7) Program for further developments in television broadcasting.

(8) All developments and major changes in equipment.

(9) Any other pertinent developments.

(*b*) Special or progress reports shall be submitted from time to time as the Commission shall direct.

## FACSIMILE BROADCAST STATIONS

§4.91 *Defined.*—The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

§4.92 *Licensing requirements.*—A license for a facsimile broadcast station will be issued only after a satisfactory showing has been made in regard to the following among others:

(*a*) That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the facsimile broadcast service.

(*b*) That sufficient facsimile recorders will be distributed to accomplish the experimental program proposed.

(*c*) That the program of research and experimentation will be conducted by qualified engineers.

(*d*) That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

(*e*) That the public interest, convenience, and/or necessity will be served through the operation of the proposed station.

§4.93 *Charges prohibited; restrictions.*—(*a*) A licensee of a facsimile broadcast station shall not make any charge, directly or indirectly, for the transmission of programs.

(*b*) No licensee of any standard broadcast station or network shall make any additional charge, directly or indirectly, for the transmission of some phase of the programs by a facsimile broadcast station, nor shall commercial accounts be solicited by any licensee of a standard broadcast station or network, or others acting in their behalf, upon representation that images concerning that commercial program will be transmitted by a facsimile station.

§4.94 *Frequency assignment.*—(*a*) The following groups of frequencies are allocated for assignment to facsimile broadcast stations which will be licensed experimentally only:

| Group A | Group B | Group C |
|---|---|---|
| *Kilocycles* | *Kilocycles* | Any frequency above 300000 kc. excluding band 400000 to 401000 kc. |
| 25025 | 43540 | |
| 25050 | 43580 | |
| 25075 | 43620 | |
| 25100 | 43660 | |
| 25125 | 43700 | |
| 25150 | 43740 | |
| 25175 | 43780 | |
| 25200 | 43820 | |
| 25225 | 43860 | |
| 25250 | 43900 | |
| | 43940 | |

(*b*) Other broadcast or experimental frequencies may be assigned for the operation of facsimile broadcast stations on an experimental basis provided a sufficient need therefor is shown and no interference will be caused to established radio stations.

(*c*) One frequency only will be assigned to a facsimile station from the groups in paragraph (*a*) of this section. More than one frequency may be assigned under provisions of paragraph (*b*) of this section if a need therefor is shown.

(*d*) Each applicant shall specify the maximum modulating frequencies proposed to be employed.

(*e*) The operating frequency of a facsimile broadcast station shall be maintained in accordance with the frequency tolerance given in section 4.1: *Provided, however,* Where a lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

(*f*) A facsimile broadcast station authorized to operate on frequencies regularly allocated to other stations or services shall be required to abide by all rules governing the stations regularly operating thereon, which are applicable to facsimile broadcast stations and are not in conflict with sections 4.1 to 4.11, inclusive, of these rules.

§4.95 *Power.*—The operating power of a facsimile broadcast station shall not be in excess of that necessary to carry forward the program of research: *Provided, however,* Not more than 1,000 watts will be authorized on a frequency in group A. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

§4.96 *Supplemental report with renewal application.*—A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

(*a*) Number of hours operated for transmission of facsimile programs.

(*b*) Comprehensive report of research and experimentation conducted.

(*c*) Conclusions and program for further developments of the facsimile broadcast service.

(*d*) All developments and major changes in equipment.

(*e*) Any other pertinent developments.

## HIGH FREQUENCY BROADCAST STATIONS

§4.111 *Defined.*—The term "high frequency broadcast station" means a station licensed on frequencies above 25000 kilocycles for transmission of aural programs for general public reception.

(See Sec. 3.201 Different definition of same thing.)

§4.112 *Licensing requirements; necessary showing.*—A license for a high frequency broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

(*a*) That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of high frequency broadcasting.

(*b*) That substantial data will be taken on the propagation characteristics of these frequencies; on the noise level in different parts of the city; on the field intensity necessary to render good broadcast service; on antenna design and characteristics with respect to propagation; and on other allied phases of broadcast coverage.

(*c*) That the research and experimentation will be conducted by qualified engineers.

(*d*) That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

(*e*) That the public interest, convenience, and necessity will be served through the operation of the proposed station.

§4.113 *Charges prohibited; restrictions and announcements.*—(*a*) A licensee of a high frequency broadcast station shall not make any charge, directly or indirectly, for the transmission of programs, but may transmit the programs of a standard broadcast station or network including commercial programs, if the call letter designation when identifying the high frequency broadcast station is given on its assigned frequencies only and the statement is made over the high frequency broadcast station that the program of a standard broadcast station or network (identify by call letters or name of network) is being broadcast. Immediately following any announcement of the call letter designation of a standard broadcast station, the program from which is being broadcast over a high frequency broadcast station, the call letter designation of the high frequency broadcast station shall be given, in case of the rebroadcast of the program of any broadcast station, section 4.10 applies.

(*b*) No licensee of any standard broadcast station or network shall make any additional charge, directly or indirectly, for the simultaneous transmissions of programs by the high frequency broadcast station, nor shall commercial accounts be solicited by a licensee of a standard broadcast station or network, or by others acting in their behalf upon representation that the commercial program will also be transmitted by a high frequency broadcast station.

§4.114 *Frequency assignment.*—(*a*) The following groups of frequencies are allocated for assignment to high frequency broadcast stations:

| Group A | Group B | Group C | Group D |
|---|---|---|---|
| *Kilocycles* | *Kilocycles* | *Kilocycles* | *Kilocycles* |
| 25300 | 25900 | 26300 | 42060 |
| 25325 | 25925 | 26500 | 42100 |
| 25350 | 25950 | 26700 | 42140 |
| 25375 | 25975 | 26900 | 42180 |
| 25400 | 26000 | | 42220 |
| 25425 | 26025 | | 42260 |
| 25450 | 26050 | | 42300 |
| 25475 | 26075 | | 42340 |
| 25500 | 26100 | | 42380 |
| 25525 | 26125 | | 42420 |
| 25550 | 26150 | | 42460 |

| Group E | Group F | Group G | Group H |
|---|---|---|---|
| *Kilocycles* | *Kilocycles* | *Kilocycles* | Any frequency above 300000 kc., excluding band 400000 to 401000 kc. |
| 42600 | 116590 | 117190 | |
| 42800 | 116710 | 117430 | |
| 43000 | 116830 | 117670 | |
| 43200 | 116950 | 117910 | |
| 43400 | 117070 | | |

**(*b*) A station assigned a frequency in group A, B, D. or F is authorized to operate exclusively with amplitude modulation (maximum band width of emission 30 kc). A station assigned a frequency in group C, E, or G is authorized to operate exclusively with frequency modulation (maximum band width of emission 200 kc). A station assigned a frequency in group H is authorized to operate with either amplitude or frequency modulation with the above band widths of emission as applicable.**

**(*c*) Stations serving the same area will not be assigned frequencies separated less than the following:**

**Group A or B—100 kc.**

**Group D—160 kc.**

**Groups C, E, F, G, or H—To be determined.**

**(*d*) One frequency only in a group will be assigned to a station. A station assigned a frequency in group A, B, or C will not be assigned another frequency. A station assigned a frequency in group D may also be assigned a frequency in group F, and in group E, also in group G. In case more than one frequency is assigned to a station, the license authorizes operation on only one of the frequencies at one time.**

**(*e*) A licensee of a station assigned a frequency in group A or one of the last two frequencies in group C shall make the necessary observations to determine that no interference is caused to international mobile service and international fixed service respectively; and that the operation is in accordance with international agreements on the assignments of stations to this band. If interference is caused to such services the licensee may be required to reduce the operating power of the station or cease operation until the Commission deems no further interference will result.**

**§4.115 *Power.*—(*a*) No high frequency broadcast station will be licensed for an output power rating greater than 1000 watts unless the applicant can**

show that greater power is needed to carry on a special program of research: *Provided, however,* In no case will an operating power greater than 1000 watts be authorized to a station assigned a frequency in group A or one of the last two frequencies in group C.

(*b*) While conducting apparatus experiments and in case adequate signal for reliable service can be delivered with less power, the operating output may be reduced accordingly.

§4.116 *Frequency control.*—Each high frequency broadcast station transmitter shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.

§4.117 *Supplemental report with renewal application.*—A supplemental report shall be filed with each and made a part of the application for renewal of license and shall include statements of the following, among others:

(*a*) The number of hours operated.
(*b*) Data taken in compliance with section 4.112 (*b*).
(*c*) Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.
(*d*) Research and experiments being carried on to improve transmission and to develop broadcasting on the very high frequencies.
(*e*) All developments or major changes in equipment.
(*f*) Any other pertinent developments.
(*g*) Comprehensive summary of all reports received. See section 4.114 (*e*).

## NONCOMMERCIAL EDUCATIONAL BROADCAST STATIONS

§4.131 *Defined.*—The term "noncommercial educational broadcast station" means a station licensed to an organized nonprofit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public.

§4.132 *Operation and service.*—The operation of, and the service furnished by, noncommercial educational broadcast stations shall be governed by the following regulations:

(*a*) A noncommercial educational broadcast station will be licensed only to an organized nonprofit educational agency and upon a showing that the station will be used for the advancement of the agency's educational program particularly with regard to use in an educational system consisting of several units.

(*b*) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public.

(*c*) Each station shall furnish a nonprofit and noncommercial broadcast service. No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated.

§4.133 *Power.*—The operating power of noncommercial educational broadcast stations shall be not less than 100 watts or greater than 1000 watts unless a definite need for greater power is shown.

§4.134 *Frequency control.*—The transmitter of each noncommercial educational broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.

§4.135 *Operating schedule.*—Noncommercial educational broadcast stations are not required to operate on any definite schedule or minimum hours.

§4.136 *Equipment requirements.*—The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

§4.137 *Frequencies.*—(*a*) The following frequencies are allocated for assignment to noncommercial educational broadcast stations: Kilocycles—42100, 42300, 42500, 42700, and 42900.

(*b*) Stations serving the same area will not be assigned adjacent frequencies.

(*c*) Frequency modulation shall be employed exclusively unless it is shown that there is a special need for the use of amplitude modulation.

(*d*) Only one frequency will be assigned to a station.

## DEVELOPMENTAL BROADCAST STATIONS

§4.151 *Defined.*—The term "developmental broadcast station" means a station licensed to carry on development and research for the advancement of broadcast services along lines other than those prescribed by other broadcast rules or a combination of closely related developments that can be better carried on under one license.

§4.152 *Licensing requirements; necessary showing.*—(*a*) Licenses for developmental broadcast stations will be issued only after a satisfactory showing has been made in regard to the following, among others:

(1) That the applicant has a program of research and development which cannot be successfully carried on under any of the classes of broadcast stations already allocated, or is distinctive from those classes, or combination of closely related developments that involve different phases of broadcasting which can be pursued better under one license.

(2) That the program of research has reasonable promise of substantial contribution to the development of broadcasting, or is along lines not already thoroughly investigated.

(3) That the program of research and experimentation will be conducted by qualified persons.

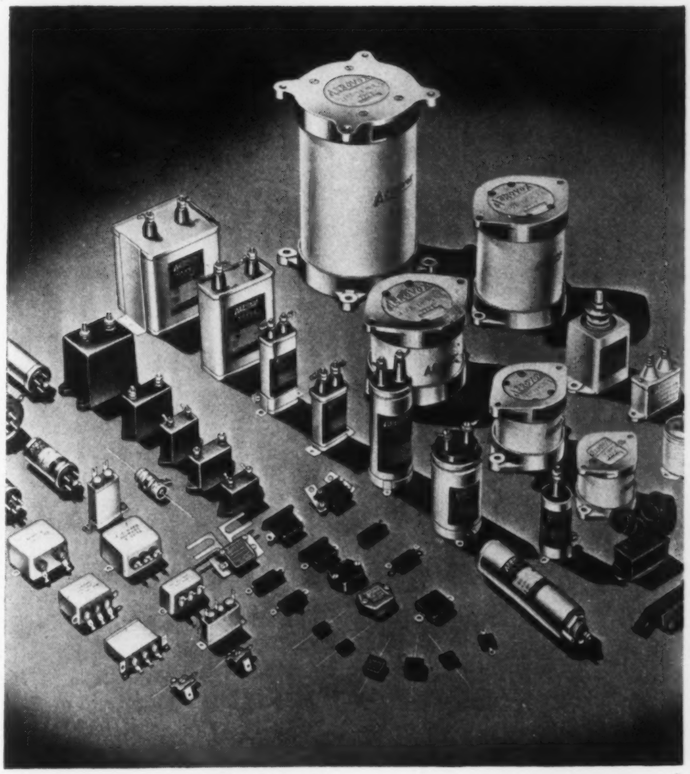
(4) That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

(5) That the public interest, convenience, and necessity will be served through the operation of the proposed station.

(*b*) A separate developmental broadcast station license will be issued for each major development proposed to be carried forward. When it is desired to carry on several independent developments, it will be necessary to make satisfactory showing and obtain a license for each.

§4.153 *Program service; charges prohibited; announcements.*—(*a*) A license of developmental broadcast stations shall broadcast programs when they are necessary to the experiments being conducted. No regular program service shall be broadcast unless specifically authorized by the license.

(*b*) A licensee of a developmental broadcast station shall not make any charge, directly or indirectly, for the transmission or programs, but may transmit the programs of a standard broadcast station or network including commercial programs, if the call letter designation when identifying the developmental broadcast station is given on its assigned frequency only and the statement is made over the developmental broadcast station that the program of a broadcast



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# FCC RULES & REGULATIONS FOR BROADCAST SERVICES

(Continued from page 433)

station or network (identify by call letters or name of network) is being broadcast in connection with the developmental work. In case of the rebroadcast of the program of any broadcast station, section 4.10 applies.

§4.154 *Frequency assignment.*—(*a*) The following frequehcies are allotted for assignment to developmental broadcast stations.[27]

1614
2396
} 2398
2400
3490
} 3492.5
3495
4795
} 4797.5
4800
6420
} 6425
6430
9130
} 9135
9140

12855
} 12862.5
12870
17300
} 17310
17320
23100
30660
31020
31140
31180
31540
33340
33460
33620
35060
35460
37060
37140
37540
39140
39460
39540

116050
116250
116450
116850
117050
117250
117650
118050
118250
118450
118650
118850
156525
156975
157425
157725
158175
159075
160425
161325
161775
162000 to 168000
210000 to 216000
264000 to 270000
300000 to 400000
401000 and above

(*b*) A license will be issued for more than one of these frequencies upon a satisfactory showing that there is need therefor.

(*c*) The frequencies suited to the purpose and in which there appears to be the least or no interference to established stations shall be selected.

(*d*) In cases of important experimentation which cannot be conducted successfully on the frequencies allocated in paragraph (*a*) of this section, the Commission may authorize developmental broadcast stations to operate on any frequency allocated for broadcast stations or any frequencies allocated for other services under the jurisdiction of the Commission upon satisfactory showing that such frequencies can be used without causing interference to established services.

§4.155 *Frequency tolerance.*—(*a*) The operating frequency of a developmental broadcast station shall be maintained in accordance with the frequency tolerance given in section 4.1: *Provided, however,* Where lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

(*b*) The operating power of a developmental broadcast station shall not be in excess of that necessary to carry on the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

§4.156 *Supplemental report with renewal application.*—A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following among others:

(*a*) The number of hours operated.

(*b*) Comprehensive report on research and experiments conducted.

(*c*) Conclusions and program for further development of the broadcast service.

(*d*) All developments and major changes in equipment.

(*e*) Any other pertinent developments.

§4.157 *Frequency restrictions.*—A developmental broadcast station authorized to operate on frequencies regularly allocated to other stations or services, shall be required to abide by all rules governing the stations operating regularly thereon which are applicable to developmental broadcast stations and are not in conflict with section 4.1 to 4.11, inclusive, and sections 4.151 to 4.156, inclusive, of these rules.

## COMMERCIAL TELEVISION BROADCAST STATIONS

### DEFINITIONS

§4.201 *Television broadcast station* means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.[28]

§4.202 *Television broadcast band* means the bands of frequencies allocated for television broadcast stations.

§4.203 *Television channel* means a band of frequencies 6000 kilocycles wide and which may be designated by channel numbers as in section 4.224 or by the extreme lower and upper frequencies.

§4.204 *Television transmission standards* means the standards which determine the characteristics of the television signal as radiated by a television broadcast station.

§4.205 *Standard television signal* means a television signal conforming with the television transmission standards set forth in the Standards of Good Engineering Practice for television stations.

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[27] Also available for assignment to all other stations in the experimental service.

[28] The transmission of synchronized sound (aural broadcast) is considered to be an essential phase of television broadcast and one license will authorize both visual and aural broadcasts.

**Paul F. Godley**

*Consulting Radio Engineer*

**Phone:**
**Montclair (N. J.) 2-7859**

§4.206 *Television transmitter* means the radio transmitter or transmitters for the transmission of both visual and aural signals.

§4.207 *Visual transmitter* means the radio equipment for the transmission of the visual signal only.

§4.208 *Aural transmitter* means the radio equipment for the transmission of the aural signal only.

§4.209 *Visual transmitter power* means the peak power output when transmitting a standard television signal.

§4.210 *Service area* means the area in which the signal is not subject to objectionable interference or objectionable fading. (Television broadcast stations are considered to have only one service area; for determination of such area see *Standards of Good Engineering Practice for Television Broadcast Stations.*)

§4.211 *Main studio* as to any television broadcast station means the studio from which the majority of the local programs originate, or from which a majority of the station identification announcements are made.

## ALLOCATION OF FACILITIES

§4.221 *Basis for license.*—Television broadcast stations will be licensed on the basis of the effective signal radiated (ESR) from the visual transmitter in accordance with the following:

> ESR is equal to the square root of the power times the antenna field gain times the height of the antenna above the surrounding area. The power is measured in kilowatts, the gain in voltage ratio, and the antenna height in feet above surrounding area.

§4.222 *Time of operation.*—Television broadcast stations will be licensed only for unlimited time operation.

§4.223 *Showing required.*—Authorization for a new television broadcast station or increase in faciilties of an existing station will be issued only after a satisfactory showing has been made in regard to the following matters:

(*a*) That the service area and population which the applicant proposes to serve are computed in accordance with the Standards of Good Engineering Practice for Television Broadcast Stations. (The service area shall be consistent with and serve adequately the city or community proposed to serve in keeping with technical feasibility of coverage. The application shall be accompanied by an analysis of the computation of the service area as set forth in the application. No application for construction permit for a new station or change in service area of an existing station will be accepted unless a definite site, details of proposed antenna and other data required by the application form are supplied.)

(*b*) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweighs the need for the service which will be lost by reason of such interference.

(*c*) That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see *Standards of Good Engineering Practice for Television Broadcast Stations.*)

(*d*) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and Standards of Good Engineering Practice for Television Broadcast Stations.)

(*e*) That the applicant is financially qualified to construct and operate the proposed station.

(*f*) That the applicant has available adequate sources of program material for the rendition of satisfactory television broadcast service.

(*g*) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(*h*) That the applicant is legally qualified, is of good character, and possesses other qualifications sufficient to provide a satisfactory public service.

(*i*) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(*j*) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

§4.224 *Channel assignments.*—The channels or frequency bands set forth below are available for assignment to television broadcast stations:

(*a*)

| Channel No. | *Kilocycles* | Channel No. | *Kilocycles* |
|---|---|---|---|
| 1 | 50000- 56000 | 10 | 186000-192000 |
| 2 | 60000- 66000 | 11 | 204000-210000 |
| 3 | 66000- 72000 | 12 | 210000-216000 |
| 4 | 78000- 84000 | 13 | 230000-236000 |
| 5 | 84000- 90000 | 14 | 236000-242000 |
| 6 | 96000-102000 | 15 | 258000-264000 |
| 7 | 102000-108000 | 16 | 264000-270000 |
| 8 | 162000-168000 | 17 | 282000-288000 |
| 9 | 180000-186000 | 18 | 288000-294000 |

(*b*) Stations serving the same area will not be assigned channels adjacent in frequency.

(*c*) One channel only will be assigned to a television broadcast station.

§4.225 *Experimental operation.*—Television broadcast stations may conduct technical experimentation directed to the improvement of technical phases of operation and for such purposes may utilize a signal other than the standard television signal subject to the following conditions:

(*a*) That the licensee complies with the provisions of section 4.261 with regard to the minimum number of hours of transmission with a standard television signal.

(*b*) That no transmissions are radiated outside of the authorized channel and subject to the condition that no interference is caused to the transmissions of a standard television signal by other television broadcast stations.

(*c*) If objectionable interference would result from the simultaneous operation of a television broadcast station operating experimentally and an experimental broadcast station, the licensees shall make arrangements for operation to avoid interference.

(*d*) No charges either direct or indirect shall be made by the licensee of a television broadcast station for the production or transmission of programs when conducting technical experimentation.

§4.226 *Multiple ownership.*—No person (including all persons under common control)[29] shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcast service distinct and separate from existing services, and (2) that such ownership, operation or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity: *Provided, however,* That no person (including all persons under common control). shall directly or indirectly own, operate, or control more than one television broadcast station that would serve substantially the same service area: *And provided, further,* That the Commission will regard the ownership, operation, or control of more than three television broadcast stations as constituting a concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

§4.227 *Normal license period.*—All television broadcast station licenses shall be issued so as to expire at the hour of 3 a.m., Eastern Standard Time, and will be issued for a normal license period of 1 year, expiring February 1.

## EQUIPMENT

§4.241 *Maximum rated power; how determined.*—(*a*) The maximum rated carrier power of standard television transmitters shall be the same as the manufacturer's rating of the equipment.

(*b*) The maximum rated carrier power of composite television transmitters shall be the sum of the applicable commercial ratings of the vacuum tubes employed in the last radio stage.

§4.242 *Maximum power rating and operating power.*—The Commission will authorize the installation of a television transmitter having maximum power rating equal to the operating output power in accordance with the table set out in section 4.221.

§4.243 *Monitors.*—The licensee of each television broadcast station shall operate at the transmitter:

(*a*) A frequency monitor independent of the frequency control of the transmitter. The monitor shall meet the requirements set forth in the Standards of Good Engineering Practice for Television Broadcast Stations;

(*b*) A modulation monitor to determine that the radiated television signal complies with the television transmission standards set forth in the Standards of Good Engineering Practice for Television Broadcast Stations.

§4.244 *Required transmitter performance.*—The external performance of television broadcast transmitters shall be capable of radiating a standard television signal meeting the minimum requirements prescribed by the Commission contained in the Standards of Good Engineering Practice. The transmitters shall be wired and shielded in accordance with the good engineering practice and shall be provided with safety features in accordance with the specifications of article 810 of the current National Electrical Code as approved by the American Standards Association.

§4.245 *Indicating instruments.*—The operating output power of television broadcast stations shall be measured by instruments having an acceptable accuracy.

§4.246 *Auxiliary and duplicate transmitters.*—The provisions of sections 3.63 and 3.64 of the rules governing standard and high frequency broadcast stations shall also govern the use of auxiliary and duplicate transmitters for television broadcast stations.

§4.247 *Changes in equipment and antenna system.*—(*a*) No changes in equipment shall be made:

(1) That would result in emission of signals outside of the authorized television channel.

(2) That would result in the external performance of the transmitter being in disagreement with that prescribed by the Commission in the Standards of Good Engineering Practice, provided that for experimental transmissions equipment changes may be made which would not render the transmitters incapable of radiating a standard television signal for the required minimum number of hours. (See section 4.261.)

(*b*) Specific authority[30] is required for a change in any of the following:

(1) Increase in the maximum power rating of the transmitter.

(2) Replacement of the transmitter as a whole.

(3) Location of the transmitter antenna.

(4) Antenna system, including transmission line, which would result in a measurable change in service area or which would affect the determination of the operating power by the direct method. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

(5) Relocation of main studio if new location is outside of the borders of the city, state, District of Columbia, territory, or possession.

(6) Operating output power delivered to the antenna.

(*c*) Specific authority.[31] upon filing *informal* request therefor, is required for the following change in equipment and antenna:

(1) Indicating instruments installed to measure the antenna current or transmission line, except by an instrument of the same type, maximum scale reading and accuracy.

(2) Minor changes in the antenna system or transmission line which would not result in an increase of service area.

(3) Changes in the location of the main studio except as provided for in subsection (*b*) (5).

(*d*) Other changes, except as above provided for in this section or in Standards of Good Engineering Practice for Television Broadcast Stations prescribed by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof, and such changes shall be shown in the next application for renewal of license.

§4.248 *Operating output power; how determined.*—The operating output power, and the requirements for maintenance thereof. of each television broadcast station shall be determined by the Standards of Good Engineering Practice for Television Broadcast Stations.

## OPERATION

§4.261 *Minimum operating schedule.*—(*a*) The licensee of each television broadcast station shall maintain a regular program operating schedule transmitting a standard television signal for a total of 4 hours per week.

(*b*) The aural transmitter of a television broadcast station shall not be operated separately from the visual transmitter except for experimental or test purposes, and for purposes incidental to or connected with the operation of the visual transmitter.

§4.262 *Station identification.*—(*a*) A licensee of a television broadcast station shall make station identification announcement, aurally and visually (call letters and location), at the beginning and ending of each time of operation and during operation on the hour.

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[29] The word "control," as used herein, is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

[30] Formal application required. See Standards of Good Engineering Practice for Television Broadcast Stations for specific application form.

[31] Informal application by letter may be made.

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(Continued from page 435)

(*b*) Identification announcements during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, or, any type of production. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

§4.263 *Motion picture film.*—All motion picture film employed in the broadcasts of a television broadcast station must be briefly described as such either at the beginning of the program in which such film is used, or immediately prior to the broadcast of the film. Where the film broadcast is of more than 15 minutes duration, it shall also be briefly described as such either at the end of the program or immediately following the broadcast of the film.

§4.264 *Logs.*—The licensee of each television broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

(*a*) Program log.

(1) Entry of the time each station identification is made.

(2) Entry briefly describing each program broadcast under the heading "outside pickup," "studio production," and "motion picture film," or combination thereof.

(3) Entry showing that each sponsored program has been announced as sponsored, paid for or furnished by the sponsor.

(4) Entry showing name of each sponsor and commodity advertised.

(*b*) Operating log (when transmitting a standard television signal).

(1) Entry of the time the station begins to supply power to the antenna and the time it stops.

(2) Entry of the time the program begins and ends.

(3) Entry of each interruption to the carrier waves, cause and duration.

(4) Entry of the following each thirty minutes:

(i) Operating constants of the last radio stages.

(ii) Frequency monitor readings.

(*c*) Log of experimental operation when transmitting other than a standard television signal.

(1) Entry of the time the station begins to supply power to the antenna and the time it stops.

(2) Short description of the broadcast made and its technical purpose.

(*d*) Where an antenna or antenna supporting structure(s) is required to be illuminated the licensee shall make entries in the radio station log appropriate to the requirements of section 2.82 (*a*), (*b*), and (*c*) as follows:

(1) The time the tower lights are turned on and off if manually controlled.

(2) The time the daily visual observation of the tower lights was made.

(3) In the event of any observed failure of a tower light,

(i) Nature of such failure.

(ii) Time the failure was observed.

(iii) Time and nature of the adjustments, repairs or replacements made.

(iv) Airways Communication Station (C.A.A.) notified of the failure of any tower light not corrected within thirty minutes and the time such notice was given.

(v) Time notice was given to the Airways Communication Station (C.A.A.) that the required illumination was resumed.

(4) Upon completion of the periodic inspection required at least once each three months.

(i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.

(ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements.

[Amend. No. 195; Comm. act. 9-28-43. eff. 10-28-43]

§4.265 *Logs; retention of.*—Logs of a television broadcast station shall be retained by the licensee for a period of 2 years, except when required to be retained for a longer period in accordance with the provisions of section 2.54.

## BROADCASTS BY CANDIDATES FOR PUBLIC OFFICE

§4.281 The provisions of sections 3.421 to 3.424, both inclusive of the Rules and Regulations Governing Standard and High Frequency Broadcast Stations shall also govern television broadcast stations.

## PART 13—RULES GOVERNING COMMERCIAL RADIO OPERATORS

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### GENERAL

§13.1 *Licensed operators required.*[1]—Unless otherwise specified by the Commission, the actual operation of any radio station for which a station license is required shall be carried on only by a licensed operator of the required class.[2]

§13.2 *Classes of licenses.*—The classes of commercial operator licenses issued by the Commission are:

(*a*) Commercial radiotelephone group:
  (1) Radiotelegraph second-class operator license.
  (2) Radiotelegraph first-class operator license.

(*b*) Commercial radiotelegraph group:
  (1) Radiotelegraph second-class operator license.
  (2) Radiotelegraph first-class operator license.

(*c*) Restricted commercial group:
  (1) Restricted radiotelephone operator permit.
  (2) Restricted radiotelegraph operator permit.

§13.3 *Dual holding of licenses.*—A person may not hold more than one radiotelegraph operator license (or restricted radiotelegraph permit) and one radiotelephone operator license (or restricted radiotelephone operator permit) at the same time.

§13.4 *Term of licenses.*—Commercial operator licenses are normally issued for a term of 5 years from the date of issuance.

### APPLICATIONS

§13.11 *Procedure.*—The application form in duplicate for operator license, properly completed and signed, shall be submitted in person or by mail to the office at which the applicant desires to be examined, which office will make the final arrangements for conducting the examination. If the application is for renewal of license,[3] it must be submitted during the last year of the license term and if the service requirements are fulfilled[4] the renewal license may be issued by mail. A renewal application shall also be accompanied by the license to be renewed.

§13.12[5] *Special provisions, radiotelegraph first class.*—An applicant for the radiotelegraph first-class operator license must be at least 21 years of age at the time the license is issued and shall have had an aggregate of 1 year of satisfactory service as a radiotelegraph operator manipulating the key of a manually operated radiotelegraph station on board a ship or in a manually operated coastal telegraph station.

### EXAMINATIONS

§13.21 *Examination elements.*—Written examinations will comprise questions from one or more of the following examination elements:

(1) *Basic law.*—Provisions of law and regulation with which every operator should be familiar.

(2) *Basic theory and practice.*—Technical matters appropriate for every class of license except restricted radiotelephone operator permit.

(3) *Radiotelephone.*—Additional matters, both legal and technical, including radiotelephone theory and practice.

(4) *Advanced radiotelephone.*—Theory and practice applicable to broadcast station operation.

(5) *Radiotelegraph.*—Additional matters, both legal and technical, including radiotelegraph theory and practice.

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[1] Wherever the term "license" is used generally to denote an authorization from the Commission, it includes both "license" and "permit."

[2] See section 13.61.

[3] All outstanding radiotelegraph licenses bearing an endorsement granting privileges comparable with a radiotelephone license of any class shall be considered as two separate licenses and application for renewal thereof shall be made separately.

[4] See section 13.28.

[5] Radiotelegraph first-class licenses now held by persons under 21 years of age may be renewed without regard to the age limit provided by section 13.12.

(6) *Advanced radiotelegraph.*—Radiotelegraph theory and practice of wider scope, particularly with respect to ship radio matters (direction finders, ship radiotelephone stations, spark transmitters, etc.).

§13.22 *Examination requirements.*—Applicants for original licenses will be required to pass examinations as follows:

(*a*) Radiotelephone second-class operator license:
  (1) Ability to transmit and receive spoken messages in English.
  (2) Written examination elements: 1, 2, and 3.

(*b*) Radiotelephone first-class operator license:
  (1) Ability to transmit and receive spoken messages in English.
  (2) Written examination elements: 1, 2, 3, and 4.

(*c*) Radiotelegraph second-class operator license:
  (1) Ability to transmit and receive spoken messages in English.
  (2) Transmitting and receiving code test of sixteen (16) code groups per minute.
  (3) Written examination elements: 1, 2, 5, and 6.

(*d*) Radiotelegraph first-class operator license:
  (1) Ability to transmit and receive spoken messages in English.
  (2) Transmitting and receiving code test of twenty-five (25) words per minute plain language and twenty (20) code groups per minute.
  (3) Written examination elements: 1, 2, 5, and 6.

(*e*) Restricted radiotelephone operator permit:
  (1) Ability to transmit and receive spoken messages in English.
  (2) Written examination element: 1.

(*f*) Restricted radiotelegraph operator permit:
  (1) Transmitting and receiving code test of sixteen (16) code groups per minute.
  (2) Written examination elements: 1, 2, and 5.

§13.23 *Form of writing.*—Written examinations shall be in English and shall be written by the applicant in longhand in ink, except that diagrams may be in pencil.

§13.24 *Passing mark.*—A passing mark of 75 percent of a possible 100 percent will be required on each element of a written examination.

§13.25 *New class, additional requirements.*—The holder of a license, who applies for another class of license, will be required to pass only the added examination elements for the new class of license.

§13.26 *Canceling and issuing new licenses.*—If the holder of a license qualifies for a higher class in the same group, the license held will be canceled upon the issuance of the new license. Similarly, if the holder of a restricted operator permit qualifies for a first- or second-class operator license of the corresponding type, the permit held will be canceled upon issuance of the new license.

§13.27 *Eligibility for reexamination.*—An applicant who fails an examination element will be ineligible for 2 months[6] to take an examination for any class of license requiring that element. Examination elements will be graded in the order listed,[7] and an applicant may, without further application, be issued the class of license for which he qualifies.

§13.28 *Renewal examinations and exceptions.*[7a] [8]—A license may be renewed without examination provided the service record on the license[9] shows at least 3 years satisfactory service in the aggregate during the license term and while actually employed as a radio operator under that license; or shows at least 2 years service in the aggregate, under the same conditions, of which 1 year must have been continuous and immediately prior to the date of application for renewal.

If the above requirements have not been fulfilled, but the service record shows at least 3 months satisfactory service in the aggregate, while actually employed as a radio operator under the license during the last 3 years of the license term, a license may be renewed upon the successful completion of a renewal examination which may be taken at any time during the last year of the license term.

Renewal examinations will consist of the same elements as for original licenses. However, the written examination will be directed toward a determination of the applicant's qualifications to continue to hold the license for which he has previously qualified. If the renewal examination is not successfully completed before expiration of the license sought to be renewed, or if the service is not acceptable, the applicant will be examined as for the original license.

## CODE TESTS

§13.41 *Transmitting speed requirements.*—An applicant is required to transmit correctly in the International Morse Code for 1 minute at the rate of speed prescribed in these rules for the class of license desired.

§13.42 *Transmitting test procedure.*—Transmitting tests shall be performed by the use of the conventional Morse key except that a semi-automatic key, if furnished by the applicant, may be used in transmitting code tests of 25 words per minute.

§13.43 *Receiving speed requirements.*—An applicant is required to receive the International Morse Code by ear, and legibly transcribe, consecutive words or code groups for a period of 1 minute without error at the rate of speed specified in the rules for the class of license for which application is made.

§13.44 *Receiving test procedure.*—Receiving code tests shall be written in longhand either in ink or pencil except that in the case of the 25 words per minute code test, a typewriter may be used when furnished by the applicant.

§13.45 *Computing word or code groups.*—Each five characters shall be counted as one word or code group. Punctuation marks or figures count as two characters.

Amendment No. 80 (Amending sec. 13.61 (a) effective September 1, 1941. To be substituted for p. 7-8, Part 13, Rules Governing Commercial Radio operators.

## SCOPE OF AUTHORITY

§13.61 *Operator's authority.*[9a]—The various classes of commercial operator licenses issued by the Commission authorize the holders thereof to operate radio stations, except amateur, as follows:

(*a*) *Radiotelephone second-class operator license.*—Any station while using type A-0, A-3, A-4, or A-5 emission except standard broadcast stations, International Broadcast stations, or high frequency and television broadcast stations licensed for commercial operation, or ship stations licensed to use power in excess of 100 watts and type A-3 emission for communication with coastal telephone stations.

(*b*) *Radiotelephone first-class operator license.*—Any station while using type A-0, A-3, A-4, or A-5 emission except ship stations licensed to use a power in excess of 100 watts and type A-3 emission for communication with coastal telephone stations.

(*c*) *Radiotelegraph second-class operator license.*—Any station while using type B, A-0, A-1, A-2, A-3, or A-4 emission except—

(1) Any of the various classes of broadcast stations other than a relay broadcast station, or

(2) On a passenger[10] vessel required by treaty or statute to maintain a continuous radio watch by operators or on a vessel having continuous hours of service for public correspondence, the holder of this class of license may not act as chief operator.

(3) [10a] On a *vessel* (other than a vessel operated exclusively on the Great Lakes) required by treaty or statute to be ***equipped*** with a *radiotelegraph* installation, the holder of this class license may not act as chief or sole operator until he has had at least 6 months' satisfactory service as a qualified radiotelegraph operator on a vessel of the United States.

(*d*) *Radiotelegraph first-class operator license.*—Any station while using type B, A-0, A-1, A-2, A-3, or A-4 emission except—

(1) Any of the various classes of broadcast stations other than a relay broadcast station.

(2) [10b] On a *cargo vessel* (other than a vessel operated exclusively on the Great Lakes) required by treaty or statute or be ***equipped*** with a *radiotelegraph* installation, the holder of this class license may not act as chief or sole operator until he has had at least 6 months' satisfactory service as a qualified radiotelegraph operator on a vessel of the United States.

(*e*) *Restricted radiotelephone operator permit.*—Any station while using type A-0, A-3, or A-4 emission: *Provided*, That—

(1) Such operator is prohibited from making adjustments that may result in improper transmitter operation.

(2) The equipment is so designed that none of the operations necessary to be performed during the course of normal rendition of service may cause off-frequency operation or result in any unauthorized radiation.

(3) Any needed adjustments of the transmitter that may affect the proper operation of the station are regularly made by or in the presence of an operator holding a first or second class license, either telephone or telegraph, who shall be responsible for the proper operation of the equipment.

Exceptions:

(1) The permit is not valid for the operation of any of the various classes of broadcast stations other than a relay broadcast station.

(2) The permit is not valid for the operation of a coastal telephone station or a coastal harbor station other than in the Territory of Alaska.

(3) The permit is not valid for the operation of a ship station licensed to use type A-3 emission for communication with coastal telephone stations.

(*f*) *Restricted radiotelegraph operator permit.*—Any station while using type B, A-0, A-1, A-2, A-3, or A-4 emission: *Provided*, That, in the case of equipment designed for and using type A-3 or A-4 emission—

(1) Such operator is prohibited from making adjustments that may result in improper transmitter operation.

(2) The equipment is so designed that none of the operations necessary to be performed during the course of normal rendition of service may cause off-frequency operation or result in any unauthorized radiation.

(3) Any needed adjustments of the transmitter which may affect proper operation of the station are regularly made by or in the presence of an operator holding a first or second class license, either telephone or telegraph, who shall be responsible for the proper operation of the equipment.

Exceptions:

(1) The permit is not valid for the operation of any of the various classes of broadcast stations other than a relay broadcast station.

(2) The permit is not valid for the operation of a ship station licensed to use type A-3 emission for communication with coastal telephone stations.

## FEDERAL COMMUNICATIONS COMMISSION RULES AND REGULATIONS

Amendment No. 26 (Adopting Secs. 13.64-13.70) effective July 8, 1940
To be substituted for p. 9-10, Part 13, Rules Governing Commercial Radio Operators

(3) The license is not valid for the operation of a radiotelegraph station on board a vessel required by treaty or statute to be equipped with a radio installation.

(4) The license is not valid for the operation of any ship telegraph, coastal telegraph, or marine-relay station open to public correspondence.

§13.62 *Special privileges.*—(*a*) Any operator may operate any station in the experimental service, while using frequencies above 300000 kilocycles.

(*b*) Subject to the limitations set forth herein,[11] the holder of any class

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[6] A month after date is the same day of the following month, or if there is no such day, the last day of such month. This principle applies for other periods. For example, in the case of the 2-month period to which this note refers, an applicant examined December 1 may be reexamined February 1, and an applicant examined December 29, 30, or 31 may be reexamined the last day of February, while one examined February 28 may be reexamined April 28.

[7] See Section 13.28.

[7a] By order No. 77, dated and effective December 4, 1940, this section is suspended, until further order of the Commission, insofar as the required showing of service or use of license is concerned.

[8] Paragraph (2) of rule 439 shall remain in effect with respect to renewals of 3-year licenses outstanding on July 1, 1939.

"Rule 439 (2) All operator licenses, except amateur, may be renewed without examination, provided—

(*a*) The applicant has had 90 days' satisfactory service during the 6-month period prior to the date the application for renewal of license is due to be filed, namely, 60 days prior to the expiration date, or

(*b*) The applicant has had at least 12 months' satisfactory service during the license term prior to the date the application for renewal of license is due to be filed."

[9] See sections 13.91 to 13.94, inclusive.

[9a] See Order No. 91-C, dated and effective January 19, 1943; Order No. 97, dated and effective May 19, 1942; Order No. 102, dated and effective June 16, 1942.

[10] A ship shall be considered a passenger ship if it carries or is licensed or certificated to carry more than 12 passengers. A cargo ship means any ship not a passenger ship.

[10a] Suspended until Jan. 9, 1942 by Order No. 83.

[10b] These provisions were originally suspended effective July 9, 1941 by Commission Order No. 83 and the suspension has been continued by Orders Nos. 83-A, 83-B, 83-C, and 83-D. Order No. 83-D is effective as of July 1, 1943 and expires on December 30, 1943. (Amend. 175; Comm. action 6-29-43.)

[11] Section 13.61.

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radiotelephone operator license may operate a radiotelephone point-to-point station, a coastal harbor, or coastal telephone station while using A-1 or A-2 emission, for testing or other transmission entirely secondary and incidental to the service of such station.

§13.63 *Operator's responsibility.*—The licensed operator responsible for the maintenance of a transmitter may permit other persons to adjust a transmitter in his presence for the purpose of carrying out tests or making adjustments requiring specialized knowledge or skill, provided that he shall not be relieved thereby from responsibility for the proper operation of the equipment.

§13.64 *Obedience to lawful orders.*—All licensed radio operators shall obey and carry out the lawful orders of the master or person lawfully in charge of the ship or aircraft on which they are employed.

§13.65 *Damage to apparatus.*—No licensed radio operator shall willfully damage, or cause or permit to be damaged, any radio apparatus or installation in any licensed radio station.

§13.66 *Unnecessary, unidentified, or superfluous communications.*—No licensed radio operator shall transmit unnecessary, unidentified, or superfluous radio communications or signals.

§13.67 *Obscenity, indecency, profanity.*—No licensed radio operator or other person shall transmit communications containing obscene, indecent, or profane words, language, or meaning.

§13.68 *False signals.*—No licensed radio operator shall transmit false or deceptive signals or communications by radio, or any call letter or signal which has not been assigned by proper authority to the radio station he is operating.

§13.69 *Interference.*—No licensed radio operator shall willfully or maliciously interfere with or cause interference to any radio communication or signal.

§13.70 *Fraudulent licenses.*—No licensed radio operator or other person shall obtain or attempt to obtain, or assist another to obtain, an operator's license by fraudulent means.

### MISCELLANEOUS

§13.71 *Issue of duplicate license.*—An operator whose license or permit has been lost, mutilated, or destroyed, shall immediately notify the Commission. A sworn application for duplicate should be submitted to the office of issue embodying a statement attesting to the facts thereof. If a license has been lost, the applicant must state that reasonable search has been made for it, and further, that in the event it be found either the original or the duplicate will be returned for cancelation. The applicant must also give a statement of the service that has been obtained under the lost license.

§13.72 *Exhibiting signed copy of application.*—When a duplicate operator license or permit has been requested, or request for renewal upon service has been made, the operator shall exhibit in lieu thereof a signed copy of the application for duplicate, or renewal, which has been submitted by him.

§13.73 *Supervision of examinations for permit.*—Persons other than employees of the Commission may be authorized to supervise examinations for Restricted Radiotelephone Operator Permits for one or more employees of a division of local or State Government: *Provided*—

(*a*) That the absence of such employees for the purpose of taking an examination at a field office or designated examining city would interfere with the proper functioning of the division, and

(*b*) That the chief of police, director of public safety, or other official of equal responsibility furnish the names of the persons to be examined and designate an official by name and title to supervise the examination. The application for supervisory examination shall be made to the inspector in charge of the district in which the applicants are located.

§13.74 *Verification card.*—The holder of an operator license who operates any station in which the posting of an operator license is not required, may, upon filing application[12] in duplicate, accompanied by his license, obtain a Verification Card.[13] This card may be carried on the person of the operator in lieu of the original operator license: *Provided*, The license is readily accessible within a reasonable time for inspection upon demand by an authorized Government representative.

§13.75 *Posting license or verified statement.*—The holder of a radiotelegraph or radiotelephone first or second class license who is employed as a service and maintenance operator at stations operated by holders of Restricted Operator Permits shall post at such station his operator license or a verified statement from the Commission[14] in lieu thereof.

### SERVICE

§13.91 *Endorsement of service record.*—A station licensee, or his duly authorized agent, or the master of a vessel acting as the agent of a licensee, shall endorse the service record appearing on said operator license, showing the call letters and types of emission of the station operated, the nature and period of employment, and quality of performance of duty.

§13.92 *Aviation service endorsement.*—If the operator has operated more than three stations in the aviation service, the service may be shown by giving the name of the aviation chain or company in lieu of listing the call letters of the several stations.

§13.93 *Service acceptability.*—Credit will be allowed only for satisfactory service obtained under conditions that required the employment of licensed operators, or when obtained at United States Government stations.

§13.94 *Statement in lieu of service endorsement.*—The holder of a radiotelegraph license or a restricted radiotelegraph operator permit desiring an endorsement to be placed thereon attesting to an aggregate of at least 6 months' satisfactory service as a qualified operator on a vessel of the United States, may, in the event documentary evidence cannot be produced, submit to any office of the Commission a statement under oath accompanied by the license to be endorsed, embodying the following:

(*a*) Names of ships at which employed;
(*b*) Call letters of stations;
(*c*) Types of emission used;
(*d*) Type of service performed as follows:
  (1) Manual radiotelegraph operation only; and
  (2) Transmitter control only; or
  (3) Combination of (1) an d (2) running concurrently;
(*e*) Whether service was satisfactory or unsatisfactory;
(*f*) Period of employment;
(*g*) Name of master, employer, licensee, or his duly authorized agent.

## ORDER NO. 91-C

### FEDERAL COMMUNICATIONS COMMISSION

Washington, D. C.

At a meeting of the Federal Communications Commission held at its offices in Washington, D. C. on the 19th day of January, 1943.

The Commission having under consideration its Orders No. 91, 91-A, and 91-B and the request of the Board of War Communications that the Commission consider further relaxation of its rules and regulations governing the requirements for operators of broadcast stations; and,

IT APPEARING, That the demand of the military services for radiotelegraph and radiotelephone operators has increased as a result of the war and that such demand has decreased the number of operators qualified for operation of broadcast stations resulting in a shortage of such operators;

IT IS ORDERED, That until further order of the Commission, notwithstanding the provisions of Section 13.61 of the Commission's Rules and Regulations Governing Commercial Radio Operators, a broadcast station of any class, which by reason of actual inability to secure the services of an operator or operators of a higher class could not otherwise be operated, may be operated by holders of any class commercial operator license;

PROVIDED, HOWEVER, That all classes of commercial operator licenses shall be valid for the operation of broadcast stations upon the condition that one or more first-class radiotelephone operators are employed who shall be responsible at all times for the technical operation of the station and shall make all adjustments of the transmitter equipment other than minor adjustments which normally are needed in the daily operation of a station;

PROVIDED, FURTHER, That a broadcast station may be operated by a holder of a restricted radiotelephone operator permit only in the event such permit has been endorsed by the Commission to show the operator's proficiency in radiotelephone theory as ascertained through examination.

PROVIDED, FURTHER, That a broadcast station having a licensed power of 1000 watts or less may be operated by a holder of restricted radiotelephone operator permit which has been endorsed by the Commission to show the operator's proficiency in the operation of the particular station concerned, as ascertained by certification of the first class radiotelephone operator in charge of the station, on condition that in a technical emergency such operator shall not attempt to make any adjustment, but shall immediately shut down the station.

PROVIDED, FURTHER, That nothing contained herein shall be construed to relieve a station licensee of responsibility for the operation of the station in exact accordance with the Rules and Regulations of the Commission; and,

PROVIDED, FURTHER, That Section 13.61 of the Commission's Rules and Regulations Governing Commercial Radio Operators shall remain in full force and effect except as modified by this order.

This Order supersedes Orders 91, 91-A and 91-B.

FEDERAL COMMUNICATIONS COMMISSION
T. J. Slowie,
Secretary.

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[12] Form 756.
[13] Form 758-F.
[14] Form 759.

**Paul F. Godley**

*Consulting Radio Engineer*

**Phone:**

**Montclair (N. J.) 2-7859**

# Executive and Staff Personnel of the Federal Communications Commission

**Headquarters Office: Postoffice Building, Washington 25, D. C., Phone Executive 3620**

*(For field offices and staffs, see page 466)*

### Commissioners and Assistants

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(Democrat; term 1939-1949)
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*Private Secretary:* Charlotta Gallap
*Senior Clerk Stenographer:* Farrell D. McGonigal
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(Democrat; term 1937-1944)
*Secretary:* Margaret L. Preston
*Asst. Secretary:* Miriam K. Loveless
*Clerk:* Virginia E. Mulholland
Clifford J. Durr, Commissioner
(Democrat; term 1941-1948)
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Ewell K. Jett, Commissioner-designate
(Awaiting Senate confirmation as YEARBOOK went to press)
(Republican; term 1944-1950)

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Dick Carlson, Director of Personnel
*Secretary:* Janet B. Fisher

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Wm. F. Bradley
Leslie R. Brady
Wm. H. Branche
C. M. Braum
James P. Buchanan
H. A. Burroughs
Arthur T. Caplen
Abraham Checkoway
Frank W. Cook
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Geo. K. Hathaway
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R. D. Jones
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Wallace E. Johnson
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A. L. Kreis
J. B. Lewis
Howard C. Looney
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A. L. McIntosh
James E. Moffatt
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George V. Waldo
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Hugo Reyer, Assistant Chief Accountant
Henry M. Long, Head, Accounting Regulations Division
Wm. G. Butts, Head, Rates and Traffic Division
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Harry Tennyson, Acting Head, Broadcast Division
Dallas W. Smythe, Head; Economics Division

### Foreign Broadcast Intelligence Service

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Edwin W. Hullinger, Assistant Director
*Secretary:* Dorothy L. Wells
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Thomas B. Grandin, Chief of News Intelligence Division
Malcolm S. Hensley: Chief of News Service Section
G. Ellis Porter: Chief of Publications Section
Lech W. S. Zychlinski, Chief of Monitoring and Translating Division
Ben Waple, Chief of Processing and Duplicating Division

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Walter S. David, Chief, Records Division
Robert E. Hodson, Chief, Minute Section
Lawrence A. Corridon, Chief of Audits and Accounts Section

## Members of Former FEDERAL RADIO COMMISSION

*Feb. 23, 1927—July 10, 1934*

Admiral W. H. G. Bullard, Pennsylvania
*March 15, 1927—November 24, 1927 (Deceased)*
Orestes H. Caldwell, New York
*March 15, 1927—February 23, 1929*
Eugene O. Sykes, Mississippi
*March 15, 1927—July 10, 1934*
Henry A. Bellows, Minnesota
*March 15, 1927—October 31, 1927 (Deceased)*
Colonel John F. Dillon, California
*March 15, 1927—October 8, 1927 (Deceased)*
Sam Pickard, Kansas
*November 1, 1927—January 31, 1929*
Harold A. Lafount, Utah
*November 14, 1927—July 10, 1934*
Ira E. Robinson, West Virginia
*March 29, 1928—January 15, 1932*
General C. McK. Saltzman, Iowa
*May 2, 1929—July 19, 1932 (Deceased)*
William D. L. Starbuck, New York
*May 2, 1929—May 23, 1934*
Thad H. Brown, Ohio
*January 21, 1932 (Deceased)*
James H. Hanley, Nebraska
*April 1, 1933—July 10, 1934*

## Former Members of FEDERAL COMMUNICATIONS COMMISSION

Hampson Gary, Texas
*July 11, 1934—Dec. 31, 1934*
Anning S. Prall, New York
*January 17, 1935—July 23, 1937 (Deceased)*
Irvin Stewart, Texas
*July 11, 1934—June 30, 1937*
Frank R. McNinch, North Carolina
*October 1, 1937—August 31, 1939*
Eugene O. Sykes, Mississippi
*July 11, 1934—April 5, 1939*
Thad H. Brown, Ohio
*July 11, 1934—June 30, 1940 (Deceased)*
Frederick J. Thompson, Ala.
*April 11, 1939—June 30, 1941*
George H. Payne, New York
*July 1, 1934—June 30, 1943*

**Paul F. Godley**
*Consulting Radio Engineer*

●

**Phone:**
**Montclair (N. J.) 2-7859**

# DIRECTORY OF COMMERCIAL FM BROADCASTING STATIONS OF THE U. S.

**(Corrected to Jan. 1, 1944)**

**Frequency is Given in Megacycles; Service Area in Square Miles. Where Station is Connected With a Standard Broadcast Station, Affiliation is Shown in Parentheses Except Where Call Letters Are Identical**

## CALIFORNIA

KHJ-FM, LOS ANGELES—Licensed to Don Lee Broadcasting System. Frequency: 44.5 mc.

KTLO, LOS ANGELES—CP issued to Metro-Goldwyn-Mayer Studios Inc. Frequency: 46.1 mc. Service Area: 7,000 sq. mi.

## CONNECTICUT

WDRC-FM, HARTFORD—Licensed to WDRC, Inc. Frequency: 46.5 mc. Service Area: 6,100 sq. mi. Personnel: Franklin M. Doolittle, director; Carlton Brown, transmitter engineer.

WTIC-FM, HARTFORD — Licensed to The Travelers Broadcasting Service Corp. Frequency: 45.3 mc. Service Area: 6,100 sq. mi. Personnel: Leonard J. Patricelli, director.

## ILLINOIS

WBBM-FM, CHICAGO—Licensed to Columbia Broadcasting System Inc. Frequency.: 46.7 mc.

WDLM, CHICAGO — Licensed to Moody Bible Institute of Chicago (WMBI). Frequency: 47.5 mc. Personnel: Henry C. Crowell, director.

WEHS, CHICAGO—CP issued to WHFC, Inc. (WHFC). Frequency: 48.3 mc. Service Area: 10,800 sq. mi.

WGNB, CHICAGO — Licensed to WGN Inc. (WGN). Frequency: 45.9 mc. Personnel: Frank P. Schreiber, director; Estelle Barnes, assistant manager.

WWZR, CHICAGO—Licensed to Zenith Radio Corporation. Frequency: 45.1 mc. Service Area: 10,800 sq. mi. Personnel: Commander E. F. MacDonald, president.

## INDIANA

WMLL, EVANSVILLE—Licensed to Evansville On The Air Inc. (WEOA-WGBF). Frequency: 44.5 mc. Service Area: 8,400 sq. mi. Personnel: Clarence Leich, director; Erwin Schoeny, chief engineer.

WOWO-FM, FORT WAYNE — Licensed to Westinghouse Radio Stations Inc. (WOWO-WGL). Frequency: 44.9 mc.

WABW, INDIANAPOLIS—CP issued to Associated Broadcasters Inc. Frequency: 47.3 mc. Service Area: 8,400 sq. mi.

WSBF, SOUTH BEND—Licensed to South Bend Tribune (WSBT). Frequency: 47.1 mc. Personnel: F. D. Schurz, director; R. H. Swintz, commercial manager; H. C. Cole, chief engineer.

## LOUISIANA

WBRL, BATON ROUGE—Licensed to Baton Rouge Broadcasting Co. Inc. (WJBO). Frequency: 44.5 mc. Service Area: 8,100 sq. mi. Personnel: J. Roy Dabadie, director.

## MASSACHUSETTS

WBZ-FM, BOSTON — Licensed to Westinghouse Radio Stations Inc. Frequency: 46.7 mc. Personnel: C. S. Young, manager.

WGTR, BOSTON—Licensed to The Yankee Network Inc. Frequency: 44.3 mc. Service Area: 19,000 sq. mi. Personnel: John Shepard 3d, Chairman of the Board; staff, see Yankee Network.

WMTW, BOSTON—Licensed to The Yankee Network Inc. Frequency: 43.9 mc. Service Area: 31,000 sq. mi. Personnel: John Shepard 3d, Chairman of the Board; staff, see Yankee Network.

WBZA-FM, SPRINGFIELD — Licensed to Westinghouse Radio Stations Inc. Frequency: 48.1 mc. Personnel: C. S. Young, manager.

WTAG-FM, WORCESTER—CP issued to Worcester Telegram Publishing Co. Inc. Frequency: 46.1 mc.

## MICHIGAN

WENA, DETROIT—Licensed to The Evening News Association (WWJ). Frequency: 44.5 mc. Service Area: 6,800 sq. mi. Personnel: Edwin K. Wheeler, director; Carl Wesser, chief engineer; F. P. Wallace, business manager.

WLOU, DETROIT—Licensed to John Lord Booth (WJLB). Frequency: 44.9 mc. Personnel: John L. Booth, director; Eric Hay, commercial manager; Richard Pavy, chief announcer.

## MISSOURI

KOZY, KANSAS CITY—Licensed to Commercial Radio Equipment Co. Frequency: 44.9 mc. Personnel: Everett L. Dillard, director; Elizabeth Whitehead, stn. director.

## NEW JERSEY

WFMN, ALPINE—Licensed to Edwin H. Armstrong. Frequency: 43.1 mc.

WAAW, JERSEY CITY-NEWARK —CP issued to Bremer Broadcasting Corp. (WAAT). Frequency 49.5 mc. Service Area: 6,200 sq. mi.

## NEW YORK

WNBF-FM, BINGHAMTON — Licensed to Wylie B. Jones Advertising Agency. Frequency: 44.9 mc. Service Area: 6,500 sq. mi. Personnel: E. Ray McCloskey, program director.

WABC-FM, NEW YORK—Licensed to Columbia Broadcasting System Inc. Frequency: 46.7 mc. Personnel: Arthur Hull Hayes, director.

WABF, NEW YORK—Licensed to Metropolitan Television Inc. Frequency: 47.5 mc.

WFGG, NEW YORK—CP issued to William G. H. Finch. Frequency: 45.5 mc. Service area: 8,500 sq. mi.

WGYN, NEW YORK—Licensed to Muzak Ralio Broadcasting Station Inc. Frequency: 44.7 mc. Personnel: C. J. Schaefer, executive in charge.

WHNF, NEW YORK—Licensed to Marcus Loew Booking Agency (WHN). Frequency: 46.3 mc. Personnel: Herbert L. Pettey, director.

WNYC-FM, NEW YORK—Licensed to City of New York. Municipal Broadcasting System. Frequency: 43.9 mc. Service Area: 3,900 sq. mi. Personnel: M. S. Novik, director; John De Prospo, Bertrand Arnow.

WBAM, NEW YORK—Licensed to Bamberger Broadcasting Service Inc. (WOR). Frequency: 47.1 mc.

WQXQ, NEW YORK—Licensed to Interstate Broadcasting Co. Inc. (WQXR). Frequency: 45.9 mc. Personnel: John V. L. Hogan, president; Elliott M. Sanger, exec. vice-president; Hugh K. Boice, commercial manager; Russell D. Valentine, chief engineer.

WHEF, ROCHESTER—Licensed to WHEC Inc. Frequency: 44.7 mc. Service Area: 3,200 sq. mi. Personnel: Gunnar Wiig, director; Bernard O'Brien, chief engineer; W. G. Adams, program director; Ken. Sparnon, music director.

WHFM, ROCHESTER—Licensed to Stromberg-Carlson Co. (WHAM). Frequency: 45.1 mc. Service Area: 3,200 sq. mi. Personnel: William Fay, director.

WBCA, SCHENECTADY—Licensed to Capitol Broadcasting Co. Inc. Frequency: 44.7 mc. Network—MBS. Personnel Leonard L. Asch, director.

WGFM, SCHENECTADY—Licensed to General Electric Company (WGY). Frequency: 48.5 mc. Service Area: 6,600 sq. mi. Personnel: G. Emerson Markham, manager.

## NORTH CAROLINA

WMIT, WINSTON-SALEM — Licensed to Gordon Gray (WSJS). Frequency: 44.1 mc. Personnel: Gordon Gray, owner; Harold Essex, managing director; Norris O'Neill, business manager; Robert C. Estes, program director; Paul Dillon, chief engineer.

## OHIO

WELD, COLUMBUS—Licensed to WBNS, Inc. (WBNS). Frequency: 44.5 mc. Personnel: Lester H. Nafzger, manager and chief engineer; James Blower, program director; Herbert Welch, promotion.

## PENNSYLVANIA

KYW-FM, PHILADELPHIA — Licensed to Westinghouse Radio Stations Inc. Frequency: 45.7 mc. Personnel: Leslie Joy, director; James Begley, program manager; Eleanor Ulmer, continuity & program planning.

WCAU-FM, PHILADELPHIA—Licensed to WCAU Broadcasting Co. Frequency: 46.9 mc. Service Area: 9,300 sq, mi. Personnel: Norris West, program director.

WFIL-FM, PHILADELPHIA—Licensed to WFIL Broadcasting Co. Frequency: 45.3 mc. Service Area: 9,300 sq. mi. Personnel: Roger Clipp, director; Edward C. Obrist, program director; L. E. Littlejohn, chief engineer.

WIP-FM, PHILADELPHIA — Licensed to Pennsylvania Broadcasting Co. Frequency: 44.9 mc. Personnel: Clifford C. Harris, director.

WLBG, PHILADELPHIA—CP issued to Seaboard Radio Broadcasting Corp. (WIBG). Frequency: 46.5 mc. Service Area: 9,300 sq. mi.

WPEN-FM, PHILADELPHIA—Licensed to Wm. Penn Broadcasting Co. Frequency: 47.3 mc. Personnel: Lew London, director; Charles W. Burtis, chief engineer.

KDKA-FM, PITTSBURGH — Licensed to Westinghouse Radio Stations Inc. Frequency: 47.5 mc. Personnel: Patti Littell, director.

WTNT, PITTSBURGH—Licensed to WWSW, Inc. (WWSW). Frequency: 44.7 mc. Service Area: 8,400 sq. mi. Personnel. Frank R. Smith Jr., director; Marie Wilk, program director.

## TENNESSEE

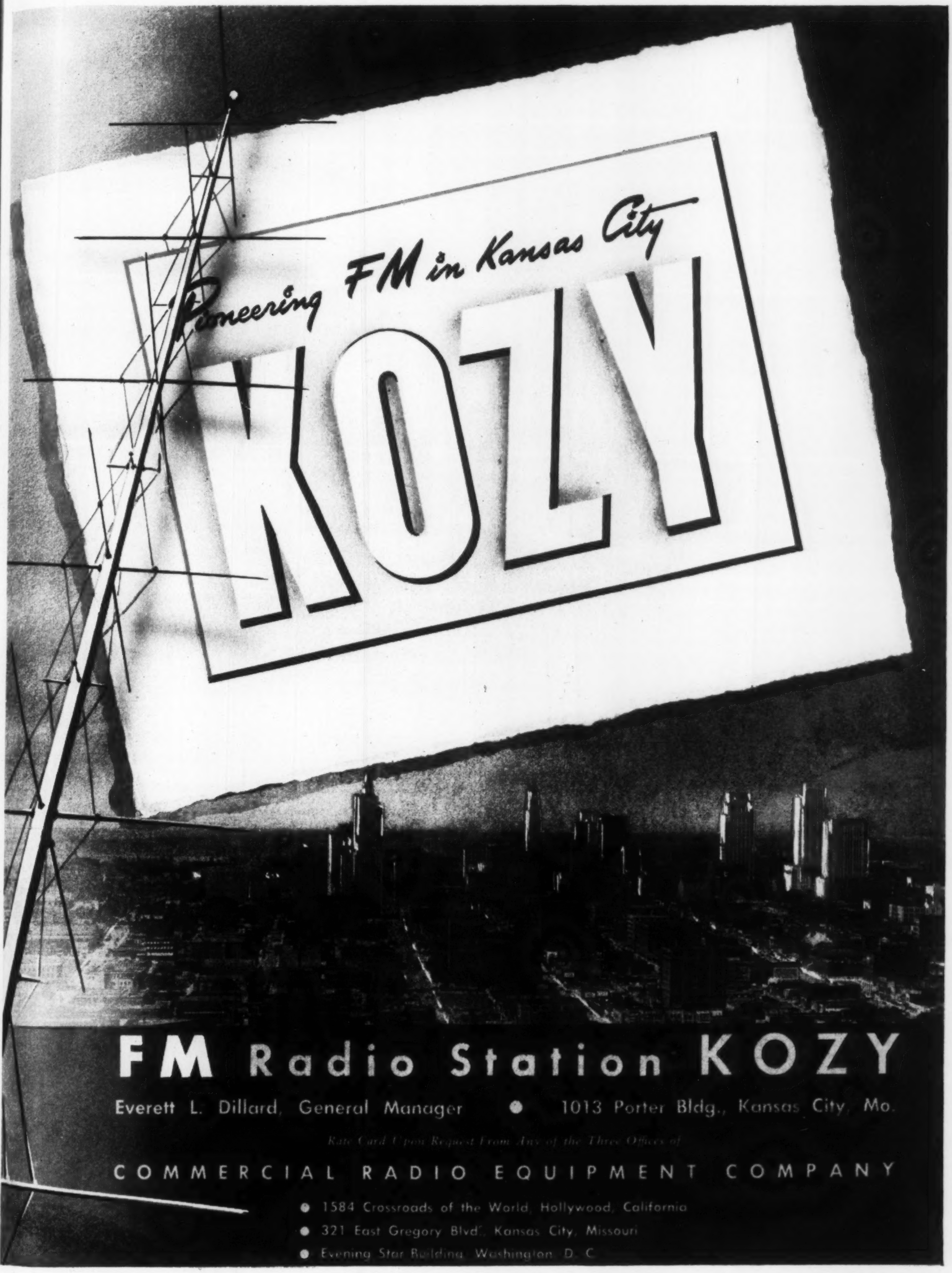
WSM-FM, NASHVILLE — Licensed to Nashville Life & Accident Insurance Co. Frequency: 44.7 mc. Service Area: 16,000 sq. mi. Personnel: Marjorie Cooney, director.

## UTAH

KSL-FM, SALT LAKE CITY—CP issued to Radio Service Corporation of Utah. Frequency: 44.7 mc. Service Area: 700 sq. mi.

## WISCONSIN

WMFM, MILWAUKEE—Licensed to The Journal Company (WTMJ). Frequency: 45.5 mc. Service Area: 8,500 sq. mi. Personnel: Walter Damm, general manager; L. W. Herzog, station director; R. G. Winnie, program director; Charles Golling, merchandising and promotion manager; D. W. Gellerup, chief engineer (on leave); Phillip Laeser, transmitter supervisor.


Pioneering FM in Kansas City
KOZY

**FM Radio Station KOZY**

Everett L. Dillard, General Manager • 1013 Porter Bldg., Kansas City, Mo.

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COMMERCIAL RADIO EQUIPMENT COMPANY

- 1584 Crossroads of the World, Hollywood, California
- 321 East Gregory Blvd., Kansas City, Missouri
- Evening Star Building, Washington, D. C.

# CENTRAL AMERICAN BROADCASTING STATIONS

Including Stations of West Indies. Data from Latest Available Sources, Supplied by International Division of the Federal Communications Commission and the Co-ordinator of Inter-American Affairs.

## BRITISH HONDURAS

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---|---|---|---|---|
| Belize | ZIK-2 | Government | 10600 | .200 |

## COSTA RICA

[ Receiving Sets, 25,000. No Set Tax ]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---|---|---|---|---|
| Alajuela | TIJJM-5 | Ecos del Poas<br>(Emilio E. Martinez) | 575 | .8 |
| Cartago | TIMC | Radio Caribe<br>(J. Mario Cardos M.) | 735 | 0.70 |
| Heredia (Heredia) | TI4NRH | La Voz del Comercio<br>(Amando Cespedes Marin) | 725 | 0.75 |
| Puntarenas (Puntarenas) | TIWS | Ecos del Pacifico<br>(Manuel Campos J.) | 900 | .350 |
| San Jose | TILJ | Radio San Jose<br>(Lola Monje M. de Jimenez) | 775 | 3.0 |
| “ “ | TI-MACHO | Estafeta Comercial<br>(Maximo Chaves Arias) | 1100 | 1.0 |
| “ “ | TIOS | Radio Titania<br>(Rafael Sotela) | 940 | 2.0 |
| “ “ | TILS | Para Ti<br>(Luis Saenz Mata) | 880 | 5.0 |
| “ “ | TIGPH | Alma Tica<br>(Gonzalo Pinto H.) | 605 | .5 |
| “ “ | TIGPH2 | Nueva Alma Tica<br>(Gonzalo Pinto H.) | 800 | 8.0 |
| “ “ | TIGPH3 | Radio Tibas<br>(Gonzalo Pinto H.) | 650 | 10.0 |
| “ “ | TIRH | Radio El Mundo<br>(Rafael Hine Chavarria) | 970 | 1.0 |
| “ “ | TIJMP | Radio America Latina<br>(Jose Maria Pinaud) | 690 | 2.5 |
| “ “ | TIPG | La Voz de la Victor<br>(Perry Girton) | 625 | 5.0 |
| “ “ | TIFA | La Voz de Italia<br>(Francisco Arie) | 1000 | 0.25 |
| “ “ | TINBC | La Voz de la Democracia<br>(Perry Girton) | 1070 | 5.0 |
| “ “ | TICQ | La Voz del Continente<br>(Narciso Garcia) | 750 | 0.5 |
| “ “ | TIEP | La Voz del Tropico<br>(Eduardo Pinto H.) | 830 | 3.0 |
| “ “ | TIRS | Radio Athenea<br>(Rogelio Sotela B.) | 925 | 1.0 |
| “ “ | TIHZ | Radio Universal<br>(Heli Zuniga) | 1150 | 1.0 |
| “ “ | TIRCC | Accion Catolica<br>(Carlos Borge) | 1200 | 0.5 |
| San Juan de Tibas | TIBAS | Estacion Tibas<br>(Gonzalo Pinto H.) | 650 | 8.0 |

## CUBA

[ Receiving Sets, 250,000. No Set Tax ]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---|---|---|---|---|
| Bayamo, Orte | CMKX | (Oscar Vidal Benitez) | 1390 | 0.25 |
| Caibarien | CMHD | (Manuel Alvarez) | 1560 | 0.25 |
| Camaguey | CMJL | Cirquito CMQ<br>(Cambo y Gabriel S. A.) | 920 | 10.0 |
| “ | CMJN | Radio Habana Cuba Cadena Azul, S. A. | 740 | 1.0 |
| “ | COJK | (Jones, Castrillon y Cia.) | 8663 | 1.0 |
| “ | CMJK | (Jones, Castrillon y Cia.) | 1160 | 0.25 |
| “ | CMJA | (Rafael Valdes Jimenez) | 1060 | 0.25 |
| “ | CMJE | (Primo Alonso Casares) | 1230 | 0.25 |
| “ | CMJF | (Gertrudis de la Cruz Perez) | 1300 | 0.25 |
| “ | CMJW | (Andres Moran Cisneros) | 1440 | 0.25 |
| “ | CMJC | (Fernando Terron Bolanos) | 1340 | 0.25 |
| Camajuani (Santa Clara) | CMHO | (Enrique Lasanta, Oliver) | 1250 | 0.25 |
| Cardenas, Mtzas | CMGE | (Genaro Sabater) | 1470 | 0.25 |
| Ciego de Avila | CMJH | (Luis Marauri Mendoza) | 1370 | 0.25 |
| “ | CMJI | Ciego de Avila<br>(Isidro Castellanos Perez) | 1400 | 0.25 |
| “ | CMJM | Radio Habana Cuba Cadena Azul, S. A. | 1270 | 1.0 |
| “ | CMJO | (Bonifacio Ildefonso) | 1470 | 0.25 |
| Cienfuegos, L. V. | CMHM | (Jose Ramon Femenias, Jr.) | 1450 | 0.25 |
| “ | CMHJ | (Romualdo Ugalde y Cordero) | 1350 | 0.25 |
| Cruces, L. V. | CMHK | (Virgilia Villanueva) | 1380 | 0.25 |
| Guanajay, P. del Rio | CMAC | (Jose Manuel Alverez Valdes, Guillermo Alvarez Valdes, Israel Porras Fajardo) | 1370 | 0.1 |
| Guantanamo, Orte | CMKS | (Candido Savon Suarez) | 900 | 0.25 |
| “ | CMKH | (Virgilio Arciero Maffei) | 1130 | 0.25 |
| Guines | CM9RT | (Raul Torres Pabdal) | 1610 | 0.25 |
| Guanabacoa (Habana) | COCH | Radio O'Shea<br>(Radio International) | 9437 | 1.0 |
| “ | CMBH | Radio Reloj<br>(Vincente Espinosa) | 1540 | 5.0 |
| “ | CMCF | Radio O'Shea<br>(Radio International) | 910 | 5.0 |

## CUBA—(Continued)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---|---|---|---|---|
| Habana | COCQ-1 | Circuito CMQ<br>(Cambo Y Gabriel S. A.) | 8833 | 5.0 |
| “ | COBZ | Radio Salas<br>(Manuel y Guillermo Salas) | 9030 | 1.0 |
| “ | CMA5 | (Cuba Transatlantic Radio Corporation) | 5780<br>6790<br>8630<br>11560<br>15505<br>17260 | 1.0<br>0.15 |
| “ | CMCJ | (Rafael Rodriguez) | 1580 | 0.25 |
| “ | CMCR | La Voz del Caribe<br>(Juan Gonzalez y Seneriz) | 1580 | 0.25 |
| “ | CMCA | (Augusto Testar y J. M. Gonzales) | 1490 | 0.25 |
| “ | CMCG | La Onda S. A.<br>(Dr. Miguel Angel Campos) | 1460 | 0.25 |
| “ | CMCQ | (Andres Martinez) | 740 | 0.25 |
| “ | CMBX | Radio Talleres Alverez<br>(Vicente Espinosa, Julio C. Traviaso) | 1390 | 0.25 |
| “ | CMK | (Fausto Montiel) | 830 | 0.25 |
| “ | CMQ | Cirquito CMQ<br>(Cambo y Gabriel S. A.) | 690 | 25.0 |
| “ | CMCY | Radio Habana Cuba, Cadena Azul, S. A. | 590 | 15.0 |
| “ | CMW | Cadena Rosa Voz de Las Antillas<br>(Adolfo Gil y Miguel Troncoso) | 550 | 2.5 |
| “ | COCX | (Francisco A. Lavin) | 11650 | 1.0 |
| “ | COCW | Ciudad de la Habana<br>(Adolfo Gil y Miguel Froncoso)<br>(Under Construction) | 21740<br>6322 | 1.0 |
| “ | COCM | (Cia. Transradio Columbia, S. A.) | 9833 | 1.0 |
| “ | COCY | Radio Habana Cuba Cadena Azul, S. A. | 11740<br>21620 | 0.1 |
| “ | COBQ | (Andrea Martinez) | 9235<br>9540 | 0.1 |
| “ | COF | (Guartel de Bomberos Ministero de Defensa Publicas) | 7255 | 0.1 |
| “ | COK | (Cuban National Sports Dept.) | 11616 | 1.0 |
| Cerro (Habana) | CMCB | Radio Cadena Informativa<br>(Metropolitan Radio de Cuba, S. A.) | 1330 | 0.25 |
| Habana | CMOA | (Juan Fernandez Duran) | 1360 | 0.25 |
| “ | CMC | (Rafael Valdes) | 1360 | 0.25 |
| “ | CMBG | Voz de Oro<br>(John L. Stowers) | 1390 | 0.25 |
| “ | CMCX<br>CMCH | Radio Popular<br>(Jose Custodio Milagro Rumbaut y Lanza) | 1290 | 0.25 |
| “ | CMCW | (Jose Vilarino) | 1230 | 0.25 |
| “ | CMCU | (Jorge Garcia Serra) | 1190 | 0.25 |
| “ | CMBY | Casa de Las Medias<br>(Pages y Cia.) | 1110 | 0.25 |
| “ | CMX | (Francisco A. Lavin) | 1010 | 10.0 |
| “ | CMBZ | Radio Salas<br>(Manuel y Guillermo Salas) | 950 | 5-D<br>1-N |
| Holguin | CMKJ | Cirquito “CMQ”<br>(Cambo y Gabriel, S. A.) | 970 | 1.0 |
| “ | CMKV | Radio Habana Cuba, Cadena Azul, S. A. | 600 | 1.0 |
| “ | CMKF | (Manuel J. de Gongara) | 1490 | 0.25 |
| “ | CMKO | (Manuel Angulo Farran) | 1220 | 0.25 |
| “ | CMKG | (Emilio Grau Medina) | 1050 | 0.25 |
| Jovellanos, (Matanzas) | CMGN | Radio Habana Cuba, Cadena Azul, S. A. | 1310 | 1.0 |
| Manzanillo, Orte. | CMKE | (Cia Radio Emisora Manzanillo, S. A.) | 1320 | 0.25 |
| “ | CMKM | (Raimundo Comas Solar, Merchan y P. Gigueredo) | 560 | 0.25 |
| Matanzas, Cuba | COGF | (Bernabe R. de la Torre) | 11800 | 1.0 |
| “ | CMGH | (Garcia Alvarez & Heirs) | 1440 | 1.0 |
| “ | CMGF | (Bernabe R. de La Torre) | 1240 | 0.25 |
| Marianao (Habana) | CMZ-1 | La Voz de Democracia<br>(Government-Ministry of Nat'l. Defense) | 660 | 0.5 |
| “ | CMBF | Radio Universal<br>(Compania Radio Universal, S. A.) | 730 | 5.0 |
| “ | CMZ | (Ministry of Education) | 1260 | 5.0 |
| “ | COX | (Ministry of Education) | 9640 | 5.0 |
| Nuevitas, Cam. | CMJQ | (Manuel Puig Martinez) | 1580 | 0.25 |
| Palma Soriano, Orte. | CMKZ | (Joaquin Venero Obregon) | 1430 | 0.25 |
| Pinar del Rio | CMAB | (Francisco Martinez P. R.) | 1450 | 0.25 |
| “ | CMAQ | Cirquito “CMQ”<br>(Cambo y Gabriel, S. A.) | 810 | 1.0 |
| “ | CMAN | Radio Habana Cuba Cadena Azul, S. A. | 1300 | 1.0 |
| Placetas, L. V. | CMHP | (Candido de Los Angeles, Guevara Perdomo) | 1320 | 0.25 |
| Puentes Grandes (Habana) | CMBQ | (Amletto Battisti) | 1150 | 1-D<br>5-N |
| Puerto Padre, Orte | CMKY | (Pedro Zacca Cheda) | 1350 | 0.1 |
| Rancho Boyeros (Habana) | COBC | Radio Progreso<br>(Domingo Fernandez Cruz) | 9363 | 1.0 |
| “ | CMBC | Radio Progreso<br>(Domingo Fernandez Cruz) | 790 | 5-D<br>1-N |
| Regla (Habana) | CMCD | La Voz Del Aire, S. A. | 630 | 12.0 |
| “ | COCD | La Voz Del Aire, S. A. | 6130 | 1.0 |

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**TIPG**
**SAN JOSE**
**COSTA RICA**

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## CUBA—(Continued)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---|---|---|---|---|
| Reparto Rancho Boyeros (Habana) | CMCK | (Luis Casas Rodriguez, Ernesto Casas Rodriguez) | 980 | 5.0 |
| " | COCO | (Luis Casas Rodriguez, Ernesto Casas Rodriguez) | 8700 | 5.0 |
| Reparto Vedado (Habana) | CMBD | (Luis Perez Garcia) | 1460 | 5.0<br>0.25 |
| " | CMOX | (Perez y Chisholm) | 1490 | 1.0 |
| Roselea Abreu | CMBL | Radio Cadena Suaritos<br>(Radio Cadena Suaritos S. A.)<br>(Laureano Suarez Valdes) | 860 | 5.0 |
| Sagua La Grande, S.C. | CMHA | (Abelardo Menocal) | 1280 | 0.25 |
| Sancti Spiritus | CMHB | (V. E. Weiss y O. Ramirez Isla) | 1410 | 0.25 |
| Santiago de Cuba | CMKN | Radio Habana Cuba Cadena Azul, S. A. | 930 | 1.0 |
| " | CMKU | (Cambo y Gabriel) | 760 | 1.0 |
| " | CMKW | (Ricardo Miranda Cortes y Raul Soulary Echevarria) | 1000 | 1.0 |
| " | CMKC | (Roberto Miguel Gonzalez) | 1250 | 0.25 |
| " | CMKR | (Jaime Nadal) | 1090 | 0.25 |
| " | COKG | (Emilio Grau Medina) | 8942 | 1.2 |
| " | CML5 | (Cuba Transatlantic Radio Corp.) | 15505<br>5780<br>8630<br>6790<br>11560<br>17260 | 0.15 |
| " | CMKD | (Otto Juan Vinas Gimeno) | 1290 | 1.0 |
| Santiago de las Vegas, (Habana) | CMBA | (Juan de Dios Carreno y Valdes) | 1420 | 0.25 |
| San Luis, Oriente | CMKQ | (Angela Viciedo Quintero) | 1460 | 0.5 |
| Santa Clara (Las Villas) | CMHQ | Cirquito "CMQ"<br>(Cambo y Gabriel) | 800 | 10.0 |
| " | CMHI | Radio Habana Cuba, Cadena Azul, S. A. | 570 | 15.0 |
| " | CMHN | Radio Habana Cuba, Cadena Azul, S. A. | 960 | 1.0 |
| " | CMHX | (Francisco Chavarrey Fuster) | 1480 | 0.25 |
| " | COHI | Radio Habana Cuba, Cadena Azul, S. A. | 11765<br>6455 | 5.0 |
| " | CMBM | (Jose Ramon Femenias, Jr.) | 1450 | 0.25 |
| C. de Manicaragua, Santa Clara (Las Villas) | CMHW | Radio Habana Cuba, Cadena Azul, S. A. | 960 | 1.0 |
| Trinidad, L. V. | CMHT | (F. E. Soto del Valle | 990 | 0.25 |
| Vedado (Habana) | CMOY | | | 0.25 |
| " | CMCO | (Enrique Lasanta Oliver. Lessee-Carlos M. Sanchez) | 1230 | 0.25 |
| " | CMBS | (Enrique Artalejo Fernandez) | 1090 | 1.0 |
| " | CMCM | Ron Merino<br>(Compania Transradio Columbia, S. A.) | 1060 | 0.25 |

## GUATEMALA

**[ Receiving Sets, 40,000. Set Tax, $3.00 per Year ]**

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---|---|---|---|---|
| Guatemala City | TG1<br>TG2<br>TG3 | Radio Morse<br>(Guatemalan Government) | 1310<br>6190<br>2320 | 0.25 |
| " | TGW<br>TGWA | Radio Nacional<br>(Guatemalan Government) | 610<br>9685<br>11760<br>15170<br>17800 | 10.<br>10. |
| | TGWB<br>TGWC | | 6460<br>1520 | 1.<br>1. |
| " | TGX<br>TGX1 | (El Liberal Progresista) | 1400<br>6130 | 0.1 |
| Quezaltenango | T6Q<br>T6QA | Radio Nacional<br>(Guatemalan Government) | 1450<br>6400 | .25 |

## DOMINICAN REPUBLIC

**[ Receiving Sets, 12,000. Set Tax, 50 Cents Yearly ]**

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---|---|---|---|---|
| Ciudad Trujillo | HIZ<br>HI1Z | (Frank Hatton) | 1350<br>6316 | 0.2<br>0.25 |
| " " | HIN<br>HI1N | (Partido Dominicano) | 1090<br>6243 | 0.15<br>.7 |
| " " | HIX<br>HI1X<br>HI3X | (Dominican Government) | 950<br>6340<br>11960 | 0.2<br>.25<br>.25 |
| " " | HI1G<br>HI2G | (Andres Cordero P.) | 6120<br>9140 | 0.25<br>0.25 |
| " " | HIT | (F. A. Sanabia) | 6630<br>1050 | 0.1 |
| " " | HIL | (Joaquin C. Pellicer) | 6175 | 0.08 |
| " " | HI6H | La Voz del Pueblo<br>(Emilio Garden, Jr.) | 6115 | 0.1 |
| " " | HIH | (Domingo Dominguez) | 1420 | .150 |
| Romana (La) (Seybo) | HI3C | (Antonio Herrero) | 6690 | .150 |
| Monsignor Nouel (La Vega) | HI2T | (Jose Arismendy Trujillo) | 6480 | .200 |
| Puerto Plata | HI9T<br>HI9U | (Luis A. Pelegrin) | 6170<br>1010 | .025<br>.1 |
| San Pedro de Macoris | HIH | (Domingo Dominguez) | 6780 | 0.25 |
| " | HI1J | (Fausto M. Donastorg) | 6025 | 0.25 |
| Santiago | HI1A | (Rafael Western) | 6190 | 0.25 |
| " | HI3U | Estacion Perifonica<br>(Fernando Bertran) | 6015 | 0.1 |
| " | HI9B | (Jacinto L. Sanchez) | 6383 | 0.25 |
| " | HI1S | (Generoso Sarhelli) | 6420 | 0.2 |
| " | HI1L | La Voz del Diario<br>(Maria J. Tavarez) | 6480 | 0.1 |

## HAITI

**[ Receiving Sets, 5,000. Set Tax, 20c per Tube ]**

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---|---|---|---|---|
| Port-au-Prince | HHW<br>HH3W | (C. Ricardo Widmaier, Jr.) | 1300<br>10100 | .5<br>.750 |
| " | HH2S | (Societe Haitienne de Radiodiffusion) | 7500<br>5940 | .300 |
| " | HHBM | (Frank C. Magliore) | 9660 | 0.1 |

## EL SALVADOR

**[ Receiving Sets, 8,000. No Set Tax ]**

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---|---|---|---|---|
| San Salvador | YSR | La Voz de El Salvador<br>(Alberto Cevallos) | 990<br>6265 | 2.0 |
| " " | YSS | "Alma Cuscatleca"<br>(Government of El Salvador) | 650 | 0.5 |
| | HUB<br>YSD | | 5556<br>7894 | 0.4 |
| " " | YSP | La Voz de Cuscatlan<br>(Fernando Albayeros-Sosa) | 780<br>760<br>6150 | 0.5 |
| " " | YSY | (Consul of Paraguay) | 1100<br>7225 | 0.25 |

## HONDURAS

**[ Receiving Sets, 11,800. No Set Tax ]**

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---|---|---|---|---|
| Ceiba (La) (Atlantida) | HRD2 | La Voz de Atlantida<br>(Ing. M. R. Moncada) | 6235 | 0.25 |
| San Pedro Sula (Cortes) | HRP1 | El Eco de Honduras<br>(Filiberto Diaz Zelaya) | 6351 | .200 |
| Tegucigalpa | HRN | La Voz de Honduras<br>(Rafael Ferrari) | 5875 | .2 |

## MEXICO

**[ Receiving Sets, 750,000. No Set Tax ]**

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---|---|---|---|---|
| Acapulco, Gro. | XEKJ | Sra. Refugio Acosta de Valdiviesco | 1400 | 0.25 |
| Agua Prieta, Son. | .... | (Under construction) | 610 | 0.25 |
| " | XERP | | 1190 | 50.0 |
| Aguascalientes, Ags. | XEBI | (Pedro C. Rivas) | 1360 | 0.25 |
| " | XELY | | 1490 | 0.15 |
| Campeche | XEA | Luis A. Maury | 1370 | 1.0 |
| Cananea, Son | XEFQ | Ernesto Felix | 980 | 0.5 |
| " | XESY | Hector Compoy | 1320 | 0.2 |
| " | .... | | 1490 | .25 |
| Casas Grandes, Chih. | XETX | | 1400 | 0.1 |
| Celaya, Guan. | XENC | | 1540 | 0.25 |
| " | .... | | 1090 | .25 |
| Chihuahua, Chih. | XEFI | Ramiro G. Uranga | 1440 | 1.0 |
| " | XEM | Pedro Meneses, Jr. | 1390 | 0.5 |
| " | XEBW | Radio Emisora del Norte | 1280 | 0.6 |
| " | XEBU | Feliciano Lopez Islas | 1260 | 0.1 |
| " | .... | | 580 | .25 |
| Ciudad Camargo, Chih. | XEOH | | 1270 | 0.15 |
| Ciudad Delicias | XEJK | David G. Cervantes | 1340 | 0.1 |
| Ciudad Guzman, Jal. | XEBA | Jose D. Gonzales | 1270 | .25 |
| Ciudad Juarez, Chih. | XELO | Cia. Radiodifusion de Piedras Negras | 800 | 150. |
| " | XEJ | Pedro Meneses, Jr. | 970 | 5. |
| " | XEP | Esteban Parra | 1300 | 0.5 |
| " | XEWG | Carlos Mendez | 1460 | 1.0 |
| " | XEF | Gilberto Gil | 1420 | 0.25 |
| " | XEFV | Dario Cordoba | 1240 | 0.25 |
| C. Madero, Tams. | XETR | Cesar Trujillo Badillo | 1490 | 0.1 |
| Ciudad Obregon, Son. | XEAP | Emilio Manzanilla | 1290 | 0.1 |
| " | XEOX | Felipe G. de Leon | 1340 | 0.25 |
| C. Valles, San Luis Potosi | .... | | 1340 | 0.1 |
| Ciudad Victoria, Tam. | XEBJ | Fernando Elizalde | 1450 | 0.1 |
| Coatzacoalcos, Ver. | XEFZ | Pedro E. Rocher | 1340 | 0.25 |
| Colima, Col. | XERL | J. Roberto Levy | 1280 | 0.25 |
| Cordoba de Veracruz | XECW | Juan Sedas M. | 1340 | 0.25 |
| " | XEAG | Diodoro Zuniga | 1280 | 0.25 |
| Cuernavaca, Moreles | XEJC | | 1420 | 0.1 |
| " | .... | Radio Bugainvilia<br>(Ing. Juan Gutierrez, Jr.) | | |
| " | XEY | Lucinda Arenas de Meza Millan | 980 | 0.15 |
| Culiacan, Sin. | XESA | Pablos y Elizalde, S. de R. L. | 1360 | .5 |
| " | XEBL | Max Gomez Blanco | 1260 | 0.5 |
| " | XEGF | | 1300 | 0.1 |
| Durango, Dur. | XEE | Alejandro O. Stevenson, Jr. | 1280 | .25 |
| " | XEDU | | 1400 | 0.15 |
| Ensenada, B. C. | XEPF | Luis Enrique Enciso | 1400 | 0.2 |
| Fresnillo, ZAC | XEMA | Jose M. Acesedo Moya | 1340 | 0.1 |
| Gomez Palacio, Dur. | XEMG | | 1310 | 0.25 |

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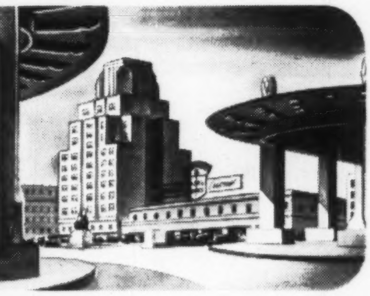

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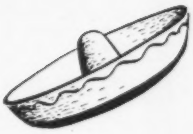

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RPM
RADIO PROGRAMAS DE MEXICO

## MEXICO—(Continued)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---|---|---|---|---|
| Guadalajara, Ja. | XEJB | Gobierno del Estado de Jalisco | 1010 | 5.0 |
| | XEJG | | 4820 | 0.2 |
| " | XEDK | Salvador Vazquez Tello | 1250 | 0.5 |
| " | XED | Cia. Radiofonografica, S. A. | 680 | 1.0 |
| | XEDQ | | 6155 | 0.1 |
| " | XEHL | Radio Anunciadora Kist, S. de R. L. | 1370 | 0.5 |
| " | XELW | Salvador Galindo de la Torre | 1340 | 0.25 |
| " | XEHK | Carmen Villasenor | 960 | 0.25 |
| " | XEAV | Alfredo Vasquez, Cine Alameda | 580 | 1.0 |
| " | XEAD | Alejandro A. Diaz | 1150 | 0.25 |
| " | XEXN | | 1400 | 0.25 |
| Guanajuato, Guan. | XEJT | | 570 | 0.1 |
| Guaymas, Son. | XFDR | Modesto Ortega | 1490 | .25 |
| Hermosillo, Son. | XEBH | Carlos Balderrama | 920 | 1.0 |
| | XEBR | | 11820 | 0.15 |
| " | XEDL | | 1250 | 0.5 |
| " | XEHQ | Radio Hermosillo S. de R. L. (Jose Sosa) | 590 | 0.3 |
| " | XEOP | | 960 | 0.5 |
| " | .... | | 1300 | 0.25 |
| Hidalgo del Parral, Chih. | XEJS | | 1150 | 0.5 |
| " | XEAT | Jorge Perez | 1250 | 0.25 |
| " | XEJR | Anastasio Gomez Gallardo | 1490 | 0.1 |
| Irapuato, GT. | XEBO | La Voz. del Centro (Alfonso Martinez) | 1330 | 0.5 |
| " | XEWE | Felipe Gallardo | 1420 | 0.1 |
| Jalapa de Veracruz | XEBF | Pedro Coronel Aburto | 6090 | 0.25 |
| " | XEKL | Carlos Ferraez Matos | 550 | 0.1 |
| " | XEJA | | 1400 | 0.25 |
| " | XEJW | | 1490 | 0.1 |
| La Paz, Baja Calif. | XEPX | | 550 | 0.25 |
| Leon de Guanajuato | XEFM | Sucs. R. Oritz Gonzalez | 1270 | 0.1 |
| " | XERZ | Rafael C. Navarro | 1240 | 0.25 |
| " | XERW | Rafael C. Navarro | 1390 | 0.1 |
| Linares | XER | Rafael T. Carranza | 1260 | 0.25 |
| Los Algodones, Baja, Cal. | .... | | 560 | 0.1 |
| Los Mochis, Sinaloa | XECF | Francisco Perez H. | 1410 | 1.-D<br>.5-N |
| Magdalena de de Sonora | XEDJ | Enrique Sorolegui | 1450 | 0.1 |
| Matamoros, Tam. | XEO | | 970 | 0.75 |
| " | XEXP | | 1450 | 0.1 |
| " | XEAM | Manuel L. Salinas | 1400 | 0.25 |
| Mazatlan, Sin. | XERJ | Oscar Perez E. | 1320 | 0.5 |
| " | XEDS | Alejandro A. Schober | 1420 | 0.5 |
| " | .... | | 1380 | .25 |
| Merida, Yuc. | XEZ | Jorge L. Palomeque | 600 | 2.0 |
| " | XEME | Perfecto Villamil Cicero | 1270 | 0.5 |
| " | XEFC | Julio Molina Font | 1340 | 0.25 |
| " | XEFK | Manuel Zapata Espinosa | 1450 | 0.1 |
| " | XEMQ | Lazaro Achurra Suarez | 1240 | 0.25 |
| " | XEMH | Alvaro Barquet Y. | 1400 | 0.25 |
| Mexicali, B. C. | XECL | Alfonso A. Lacarra | 990 | 5.0 |
| " | XEAO | Chavez y Castro, Sucesores | 910 | 0.25 |
| " | .... | | 560 | 0.25 |
| " | XEAA | Alberto Gonzales | 1340 | 0.25 |
| Mexico City | XEXA | Radio Gobernacion (Depto. de Publicidad y Propaganda) | 6175 | 0.1 |
| " | XEBT | El Buen Tono, S. A. | 6000 | 0.5 |
| | XEB | | 1220 | 100. |
| " | XEW | La Voz de la America Latina desde Mexico | 900 | 100. |
| | XEWW | (Cadena Radiodifusora Mexicana) | 9500 | 10. |
| " | XEQ | Radio Panamericana S. A. | 730 | 150.0 |
| | XEQQ | | 9680 | 1.0 |
| " | XEDP | Radio Gobernacion | 940 | 50.0 |
| " | XEOY | Ignacio Diaz R. | 1000 | 10.0 |
| " | XEST | | 1060 | 50.0 |
| " | XEBZ | El Vocero Mexicano (Habenero Piza, S. A.) | 660 | .5 |
| " | XELA | Radio Metropolitana | 830 | 1.0 |
| " | XEUZ | Partido Revolucion Mexicana | 6130 | .1 |
| | XEFO | | 1110 | 20. |
| " | XEN | Radio Mundial (Guillermina P. de del Conde) | 690 | 5. |
| " | XEYU | National Univ. of Mexico | 9600 | .25 |
| | XEUN | | 860 | 5.0 |
| " | XEML | Roberto Valezzi Esparza | 1550 | 1.0 |
| " | XEQR | Corp. Mexicana de Radio, S. A. | 1030 | 1.0 |
| " | XEQK | Angel H. Ferreiro | 1350 | 1.0 |
| " | XEDA | Pedro Riestra Diaz | 1290 | 1.0 |
| " | XEMC | Delores G. Estrada de F. | 1590 | 5.0 |
| " | XERC | Radio Popular de Mex., S. A. | 790 | 1.0 |
| " | XELZ | La Voz de la Industria Nacional (Maria Cardona de Zetina) | 1440 | 1.0 |
| " | XENK | | 620 | 5.0 |
| " | XEPH | Pedro Riestra Diaz | 590 | 5. |
| " | XERH | Voz de la Revista Hoy | 1500 | .5 |
| " | XEJP | Delia Cubillas de Fernandez | 1150 | 0.6 |
| " | XESM | Salvador San Martin | 1470 | 5.-D<br>1.-N |
| " | XEAI | Radio Zenith (Carmen Gutierrez) | 1320 | 0.5 |
| " | XEK | Arturo Martinez | 970 | 0.5 |
| " | XEL | Ramon Ferrero | 1260 | 0.75 |
| " | XEBS | Maria Remedios Delgado | 1410 | 0.75 |
| " | .... | | 1180 | 0.25 |

## MEXICO—(Continued)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---|---|---|---|---|
| Mexico City | XEMX | Guillermo Robles | 1380 | 0.5 |
| " | XEOF | | 560 | 1.0 |
| " | XERQ | Corp. Mexicana de Radio, S.A. | 9610 | 0.5 |
| " | XETT | Angel H. Ferreiro | 9555 | 0.5 |
| Minatitlan, Ver. | XEDW | Hector Silva Canto | 1260 | 0.25 |
| Monterrey, N. L. | XETA | El Pregonero del Norte, S. A. | 9555 | 1.0 |
| | XET | | 990 | 5.0 |
| " | XEG | The Friendly Voice from Mex. | 1050 | 150.0 |
| " | XEH | Radio Tarnava S. de R. L. (Ing. C. de Tarnava Jr., Luis de Tarnava, Bros.) | 1420 | 1.0 |
| " | XEFB | Jesus Quintanilla | 630 | 0.5 |
| " | XEMR | Henrique Serna Martinez | 1370 | 0.5 |
| " | XEX | El Heraldo del Comercio, S. A. | 1280 | 0.5 |
| Morelia, Michoacan | XEKW | Jose Martinez Ramirez | 6030 | 0.5 |
| " | XELQ | Francisco Larios Iturbido | 1270 | 0.1 |
| " | XEI | Carlos Gutierrez | 1400 | 0.25 |
| " | XESF | Jose Martinez R. | 600 | 0.25 |
| Naco, Son. | XETM | Jesus Manuel Franco | 1350 | 1.0 |
| Navojoa, Son. | XEGL | Fausto M. Gomez | 1270 | 0.5 |
| " | XENJ | | 1430 | 0.5 |
| " | XEAJ | Emilio Manzanilla | 1400 | 0.1 |
| Nogales, Son. | XEHF | Gaston Mascarenas | 1370 | 1.0 |
| " | .... | Ralph Carranza | 1010 | 0.25 |
| Nueva Laredo, Tam. | XEFE | La Voz de la Frontera (Rafael T. Carranza) | 960 | 1.0 |
| " | XEDF | Ruperto Villarreal | 790 | 0.5 |
| " | XEBK | G. Guajardo y J. M. Cortes | 1340 | 0.1 |
| " | XENT | Cia. Industrial Universal, S. A. | 1140 | 50.0 |
| " | XELF | | 1380 | 0.25 |
| " | XELC | | 1410 | 0.25 |
| " | XELJ | | 1260 | 0.25 |
| " | XELH | | 1460 | 0.1 |
| Oaxaca | XEAX | Alvaro Rodriguez A. | 1270 | 0.5 |
| Orizaba, Vera Cruz | XEOR | | 580 | 1.0 |
| " | XEPP | Hector Sotomayor | 1450 | .25 |
| " | XETQ | Francisco Campos H. | 1370 | 0.25 |
| Piedras Negras, Coah. | XEMU | Cia. Radiodif. Piedras Negras, S. A. | 580 | 5. |
| " | XEMJ | Jesus F. Elizalde | 920 | 0.2 |
| Progreso, Yuc. | XEOK | Arturo Pina Perez | 1430 | 0.1 |
| Pueblo, Pueblo | XEHR | Manuel R. Canalo | 1090 | 0.25 |
| " | XECC | Ricardo Vazquez A. | 6185 | .05 |
| | XECD | | 1170 | 0.35 |
| Queretaro, Queretaro | XEJX | Radio Emisora Queretana, S. de R. L. | 1450 | 0.25 |
| | .... | | 1300 | 0.1 |
| Reynosa, Tam. | XEAW | Cia. International Reynosa | 1010<br>1570 | 50.<br>100. |
| " | XEAZ | | 1390 | 0.25 |
| " | XEKN | Carlos V Rodriguez | 1390 | 0.25 |
| " | XERT | Carlos B. Rodriguez | 590 | 5.-D<br>0.25-N |
| Rosarito, B. C. | XERB | Radiodifusora Internacional, S. A. | 1090 | 50.0 |
| Sabinas, Coah. | XEBX | Sucs. Miguel B. Rodriguez | 610 | 0.5 |
| Saltillo, Coah. | XESJ | | 1250 | 1.0-D<br>0.5-N |
| | .... | | 1450 | 0.1 |
| " | XEKS | Juan Antonio de la Pena | 1330 | 0.1 |
| " | XEDE | Aurelio G. Zaragoza | 1400 | 0.25 |
| " | XEXU | | 1490 | 0.1 |
| San Luis Potosi | XECZ | La Voz de la Nesa Central Zeferino Jimenez (Zeferino Z. Jimenez) | 1430 | 1. |
| " | XEBM | Benjamin Briones | 1260 | 0.25 |
| " | XEXQ | | 1400 | 0.1 |
| S. Luis Rio Colorado, Son. | XEIY | Lucinda Arenaxde de Maza Millan | 1450 | 0.25 |
| Santa Barbara (Chih.) | XESB | | 1400 | 0.15 |
| Santa Rosalia (B.C.) | .... | | 560 | 0.1 |
| Tampico, Tam. | XEFW | La Voz de Tampico | 810 | 50. |
| | XETW | (Messrs. Flores y Martinez) | 6045 | 0.1 |
| " | XETU | Impulsora Moderna del Radio—Radio Tampico (Juan Perez Cardenas) | 1460 | 1.0 |
| " | XECA | El Vocero de Tampico (Nicolas M. Picot) | 980 | 1.0 |
| " | XES | The Voice of the Gulf of Mexico From Tampico (Difusora Portena S. de R. L.) | 1300 | .25 |
| Tapachula, Chiapas | XETS | Wadley Dominguez Correa | 630 | 0.1 |
| " | XETA | | 1450 | 0.25 |
| Tepic, Nayarit | XEXT | Official Station of State Government (Gobierno del Estado de Nayarit) | 980 | 1.0 |
| " | XERK | Dario Mondragon | 1450 | 0.1 |
| Texcoco | XEXE | H. Ayuntamiento | 1450 | 0.1 |
| Teziutlan, Puebla | XETZ | | 1360 | 0.25 |
| Tijuana | XEBG | Angel B. Fernandez | 1550 | 1.0 |
| " | XEAC | Jorge I. Rivera | 690 | 5.0 |
| " | XEMO | Fernando Frederico Ferreira | 860 | 5.0 |
| " | XEAU | Manuel Acuna Varela | 1470 | 5.0 |
| " | XEGM | Rita Mayans y Gustavo Faist E. | 950 | 1.0 |
| " | XEON | Cia. Radiodifusora S. A. | 1420 | 2.0 |
| " | .... | | 1590 | 5.0 |
| " | XERT | | 1270 | 0.5-N<br>5.0-D |
| " | XEC | Luis E. Enciso | 1310 | 0.25 |
| Tlaxcala, Tlaxcala | XEXZ | | 1480 | 5.0 |
| Toluca, Mexico | XEXS | Instituto Cientifico y Literario | 1340 | 0.1 |
| " | XECH | Rodolfo Llamas | 1490 | 0.25 |
| Torreon, Coah. | XETB | Sucs. Aurelio G. Zaragoza | 1350 | 0.5 |
| " | XEDN | Difusoras del Norte, S. A. | 600 | 1.0 |

# Log of Mexican Broadcast Stations

**Frequency List Showing New Assignments Effective March 29, 1941 Under the Havana Treaty**

(As Released by the Government of Mexico, March 13, 1941)

DA Directional Antenna

NOTE

Where two powers are shown, lower wattage represents operating power, higher represents authorized potential power. Class designation refers to authorized potential power.

XEG needs no praise, — but we do want you to have the facts

| Call Letters | City | Power in Watts | Class |
|---|---|---|---|
| **[illegible] KILOCYCLES** | | | |
| XEMU | Piedra[illegible]egras, Coah. | 250 | [illegible] |
| **600 KILOCYCLES** | | | |
| XEZ | [illegible] Yuc. | 2,000 | III-A |
| **610 KILOCYCLES** | | | |
| XEBX | S[illegible] Coah. | 250<br>500 | [illegible]I-B |
| XE[illegible] | Mazatlan, [illegible]n. | [illegible] | II[illegible] |
| **[illegible] KILOCYCLES** | | | |
| XEFB | Monterrey, N. L. | 500 | III-B |
| **660 KILOCYCLES** | | | |
| XEBZ | Mexico, D. F. | 100<br>500 | II<br>DA |
| **680 KILOCYCLES** | | | |
| XED | Guadalajara, Jal. | 1,000 | II<br>DA |
| **690 KILOCYCLES** | | | |
| XEN | Mexico, D. F. | 1,000<br>5,000 | II |
| XEAC | Tijuana, B. C. | 5,000 | II |
| **720 KILOCYCLES** | | | |
| XEDP | Mexico, D. F. | 500<br>150,000 | I-A |
| **790 KILOCYCLES** | | | |
| XERC | Mexico, D. F. | 500<br>1,000 | III-A |
| **[illegible] KILOCYCLES** | | | |
| XERA | [illegible] Acuna, Coah. | [illegible]00,000 | [illegible]A |
| [illegible] not [illegible] frequ[illegible] for [illegible], operated [illegible]ley: [illegible]oration [illegible] Washington Conference in January [illegible] 15[illegible]-watt station [illegible] Nogales on 800 kc | | | |
| **810 KILOCYCLES** | | | |
| XEFW | Tampico, Tams. | 300<br>5,000 | II<br>DA |
| **8[illegible] KILOCYCLES** | | | |
| XELA | Mexico, D. [illegible] | 1,000 | II |
| **[illegible] KILOCYCLES** | | | |
| XEMO | Tiju[illegible] C. | 5,000 | II |
| XEUN | [illegible] D. F. | [illegible]000<br>[illegible]000 | II |
| **900 KILOCYCLES** | | | |
| XEW | Mexico, D. F. | 100,000 | I-A |
| **910 KILOCYCLES** | | | |
| XEAO | Mexicali, B. C. | 250 | IV |
| **920 KILOCYCLES** | | | |
| XEBH | Hermosillo, Son. | 1,000 | III-B |
| XEQ | Mexico, D. F. | 50,000 | I-B |
| **950 KILOCYCLES** | | | |
| XEGM | Tijuana, B. C. | 2,500 | III-A<br>DA |
| **960 KILOCYCLES** | | | |
| XEFE | [illegible]vo Lared[illegible] | 250<br>1,000 | III-A |
| XEU | Veracruz, Ver. | 500 | III-B |
| XEHK | Guadalajara, Jal. | 125<br>250 | IV |
| **970 KILOCYCLES** | | | |
| XEK | Mexico, D. F. | 200<br>500 | III-B |
| XE[illegible] | Cuidad [illegible]s, Chih. | 1,000<br>5,000 | III-A |
| **980 KILOCYCLES** | | | |
| XEFQ | Cananea, Son. | [illegible] | [illegible]II-B |
| XEXT | Tepic, Nay. | 1,000 | III-A |
| **990 KILOCYCLES** | | | |
| XET | Monterrey, N. L. | 5,000 | II |
| XECL | Mexicali, B. C. | 1,000<br>5,000 | II |
| **1010 KILOCYCLES** | | | |
| XEB[illegible] | [illegible], B. C. | 500 | II |
| **1050 KILOCYCLES** | | | |
| XEG | Monterrey, N. L. | 50,000<br>150,000 | I-A |
| **1090 KILOCYCLES** | | | |
| X[illegible] | [illegible] | [illegible] | [illegible]<br>DA |
| XEHR | Puebla, Pue. | 250 | II |
| **1[illegible] KILOCYCLES** | | | |
| XEFO | [illegible], D. F. | 5,000<br>20,000 | II |
| **1140 [illegible]CLES** | | | |
| XE[illegible] | Nuevo Laredo Tams. | 50,[illegible] | [illegible]<br>DA |
| XEBON | [illegible] | 2,000 | II |
| **1150 KILOCYCLES** | | | |
| XEJP | Mexico, D. F. | 100<br>600 | III-B |
| XEJ[illegible] | Cana[illegible], Son. | 100<br>500 | III-B |
| **1170 KILOCYCLES** | | | |
| [illegible]D | [illegible] Pue[illegible] | [illegible] | [illegible] |
| **[illegible] KI[illegible]LES** | | | |
| XELO | Tijuana, B. C. | 10,000<br>50,000 | I-B<br>DA |
| **1220 KIL[illegible]CLES** | | | |
| XEB | Mexico, D. [illegible] | 20,000<br>100,000 | I-A |
| **12[illegible] [illegible]YCLES** | | | |
| X[illegible] | [illegible] | [illegible] | III-B |
| XEH | Monterrey, N. L. | [illegible] | IV |
| XETF | Veracruz, Ver. | 500 | III-B |
| XEDK | Guadalajara, Jal. | 250<br>500 | III-[illegible] |
| **[illegible] KILOCYCLES** | | | |
| XEL | M[illegible]o, D[illegible] | [illegible]<br>750 | [illegible] |
| XEBL | Culiacan, Sin. | 500 | I[illegible] |
| XEBM | San Luis Potosi, S. L. P. | 150 | IV |
| XEDW | Minatitlan, Ver. | 250 | IV |
| XEBU | Chihuahua, Chih. | 100 | IV |
| XEBP | Torreon, Coah. | 250 | IV |
| XEDF | Nuevo Laredo, Tams. | 250 | IV |
| **1270 KILOCYCLES** | | | |
| XEDL | Navojoa, Son. | 500 | III-[illegible] |
| XEFM | Leon, Gto. | 100 | IV |
| XEBC | Morelia, Mich. | 100 | IV |
| XEBA | C. Guzman, Jal. | 20<br>250 | IV |
| XEFV | C. Juarez, Chih. | 50<br>100 | IV |
| XEME | Merida, Yuc. | 400<br>500 | III-B |
| **1280 KILOCYCLES** | | | |
| XEX | Monterrey, N. L. | 500 | III-B |
| XE[illegible] | Durango, Dgo. | 50<br>100 | IV |
| XE[illegible] | [illegible] Mochis, Sin. | 250 | IV |
| XEL[illegible] | Zaca[illegible], Zac. | 100 | IV |
| XEB[illegible] | Chihua[illegible], Chih. | 250<br>600 | III-B |
| XE[illegible]L | Colima, Col. | 250 | IV |
| [illegible]G | Cordoba, Ver. | 250 | IV |
| **1290 KILOCYCLES** | | | |
| XEDA | Mexico, D. F. | 200<br>1,000 | III-A |
| XEAP | C. Obregon, Son. | 50<br>100 | IV |
| **1300 KILOCYCLES** | | | |
| XEP[illegible] | C[illegible]ez, Chih. | [illegible] | [illegible]B |
| XE[illegible] | [illegible]ro | 10[illegible]<br>5,[illegible] | III-A |
| **[illegible] K[illegible]** | | | |
| XEC | Tijuana, B. C. | 100 | IV |
| XEHV | Veracruz, Ver. | 1,000 | III-A |
| XEAD | Guadalajara, Jal. | 500 | III[illegible] |
| **1320 KILOCYCLES** | | | |
| XEAI | Mexico, D.F. | 500 | [illegible]I-B |
| **1330 KILOCYCLES** | | | |
| XEKS | Saltillo, Coah. | 10[illegible] | IV |
| XEBO | Irapuato, Gto. | 60[illegible] | III-B |
| **1340 KILOCYCLES** | | | |
| XELW | Guadalajara, Jal. | 250 | IV |
| XEI[illegible] | Villa Acuna, Coah. | 200 | |
| XED[illegible] | N. Laredo, Tams. | 100 | IV |
| [illegible] | Coatzacoal[illegible] | 250 | IV |
| [illegible]A | Tampico, Tams. | 250 | IV |
| XE[illegible] | Cordoba, Ver. | 250 | IV |
| XECF | Los Mochis, Sin. | 150 | IV |
| XEJK | Chihuahua, C[illegible] | 100 | IV |
| XEFC | Merida, Y[illegible] | 100<br>250 | IV |
| XEXS | Tolu[illegible] Mex. | 75<br>[illegible] | |
| XEMA | [illegible]resnillo, Z[illegible] | 1[illegible] | IV |
| XEA[illegible] | Mexicali, B. [illegible] | 200<br>250 | |
| **1350 KILOCYCLES** | | | |
| XEQK | Mexico, D. [illegible] | [illegible]<br>1,000 | [illegible] |
| XETB | Torreon, Coah. | 500 | III-B |
| **136[illegible] [illegible]OCYCL[illegible]** | | | |
| XEB[illegible] | Agu[illegible]es | [illegible] | IV |
| **[illegible]70 KILOC[illegible]** | | | |
| XEMR | Monterrey, N. L. | 500 | III-B |
| XEAF | Nogales, Son | 750<br>1,000 | III-A |
| XEA | Ca[illegible], Cam | 25[illegible] | IV |
| **[illegible]0 KILOC[illegible]** | | | |
| XEM[illegible] | [illegible]exico, [illegible] F. | [illegible]<br>[illegible]00 | III-B |
| **[illegible]** | | | |
| [illegible] | Chihuahua, Chih. | 500 | III-B |
| [illegible]Z | Reynosa, Tams. | 250 | IV |
| **1400 KILOCYCLES** | | | |
| XEAM | Matamoros, Tams | 250 | IV |
| XEF | C. Juarez, Chih | 100 | IV |
| XEAJ | Navojoa, Son. | 100 | IV |
| XEI | Morelia, Mich | 250 | IV |
| **1410 KILOCYCLES** | | | |
| XEBS | Mexico, D. F. | 200<br>750 | III-B |
| **1420 KILOCYCLES** | | | |
| XEDS | Mazatlan, Sin | 500 | III-B |
| **1430 KILOCYCLES** | | | |
| XECZ | San Luis Potosi, S. L. P. | 100<br>1,000 | III-A |
| XEOK | Progreso, Yuc. | 100 | IV |
| **1440 KILOCYCLES** | | | |
| XELZ | Mexico, D. F. | 250<br>1,000 | III-A |
| XE[illegible] | Chi[illegible]hua, Chih., | 1,000 | III-B |
| **145[illegible] [illegible]OCYC[illegible]** | | | |
| [illegible]EY | [illegible] Son. | 2[illegible] | IV |
| [illegible] | Zamor[illegible], Mich. | 100 | [illegible] |
| [illegible] | Torreon, Coah. | 100 | IV |
| XEL[illegible] | Magdalena, Son | 100 | IV |
| XE[illegible] | Merida, Yuc | 100 | IV |
| X[illegible]K | Tepic, Nay | 100 | IV |
| X[illegible]XE | Texcoco, Mex. | 100 | IV |
| [illegible]EBJ | C. Victoria, Tams | 100 | IV |
| [illegible]EPP | Orizaba, Ver | 100 | IV |
| **1470 KILOCYCLES** | | | |
| XEAU | Tijuana, B. C. | 250<br>5,000 | III-A |
| XESM | Mexico, D. F. | 500<br>1,000 | III-A |
| **1490 KILOCYCLES** | | | |
| XEJR | [illegible]del Parral, Chih. | 100 | IV |
| XEDR | [illegible]ymas, Son | 100 | IV |
| XECH | [illegible]oluca, Mex. | 250 | IV |
| **[illegible] KILOCYCLES** | | | |
| XE[illegible] | Me[illegible] | 400<br>500 | III-B |
| **1570 [illegible]LOCYCLES** | | | |
| XEAW | Rey[illegible]ams | 100,000 | I-A |
| **1590 KILOCYCLES** | | | |
| XE[illegible] | Mexico, D. F. | 200<br>5,000 | III-A |

La Voz De Norte America, S.A.,
Monterrey, N.L., Mexico

• **TOPS WITH TIME BUYERS!**

Exclusive National Representatives: North American Advertising Agency

## MEXICO—(Continued)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---|---|---|---|---|
| Torreon, Coah. | XEBP | Alejandro O. Stevenson, Jr. | 1260 | 0.25 |
| " | XEQW | Maria Refugio A. de Valdiviesco | 1450 | 0.25 |
| " | XEOB | Panfilo Gonzales Flores | 1490 | 0.1 |
| Tuxpan, Vera Cruz | XETL | Calixto Almazan | 1390 | 0.25 |
| Tuxtla Gutierrez, Chiapas | XEXJ | Government of State of Chiapas | 1280 | 0.1 |
| Uruapan, Mich. | XEFU | Ignacio Navarro | 550 | 0.35 |
| Vera Cruz, Ver. | XEFT | Jose Rodriguez Lopez | 9545 | 0.25 |
| " | XEUW | Fernando Pazos Sosa | 6020 | 0.25 |
|  | XEU |  | 960 | 0.5 |
| " | XEHV | Radiodifusora Veracruzana (Juan A. Palavicini) | 1310 | 1.0 |
| " | XETF | Jose Rodriguez Lopez | 1250 | 0.5 |
| " | XELR |  | 610 | 0.10 |
| " | XELL |  | 1430 | 0.25 |
| Villa Acuna, Coah. | XEDH | Vicente Hernandez | 1340 | 0.25 |
| " | XEAB |  | 1600 | 5.0 |
| " | XEAQ |  | 1430 | 0.1 |
| Villahermosa | .... |  | 790 | 0.5 |
| Zacatecas de Zac | XELK | Jose Macias Guerrero | 1280 | 0.1 |
| Zamora, Mich. | XEGC | Guillermo Calzada | 1450 | 0.1 |
| " | XEGT |  | 1490 | 0.25 |

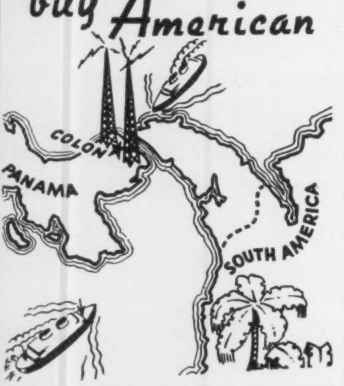
## PANAMA

**[ Receiving Sets, 44,000. No Set Tax ]**

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---|---|---|---|---|
| Colon | HP5K | La Voz de la Victor (Jose Jaen y Jaen y Compania) | 6005 | 1.000 |
| " | HP5F | La Voz de Colon (Servicio Publica de Radio) | 6050 | 0.15 |
| " | HOK | La Voz de la Victor (Jose Jaen y Jaen y Compania) | 640 | 0.25 |
| Panama | HP5G | La Voz de la Democracia (Jose Antonio Sosa M.) | 11780 | 0.5 |
| " | HOA | La Voz de la Democracia (Jose Antonio Sosa M.) | 2340 | 0.5 |
| " | HOC | La Voz de la Victor (Jose Jaen Y Jaen y Compania) | 1440 | 0.250 |
| " | HP5A | Radio Teatro Estrella de Panama (Jose Jaen y Jaen y Compania) | 11700 | 0.3 |
| " | HOQ | Radio Nacional (Agustin Fernandez Jose Herrera, Jr.) | 1250 | 0.400 |
| " | HP5B | Radio Miramar, S. A. | 6030 | 0.15 |
|  | HP5C | (E. de la Guardia) | 730 | 0.5 |
| " | HP5H | La Voz del Pueblo (M. Lombardo Vega) | 6122 | 0.200 |
| " | HP5J | La Voz de Panama | 9595 | 0.250 |
|  | HP6J | (Servicio Publico de Radio) | 1358 | 0.3 |

Advertise over Central America's most modern Stations

RICH PANAMA
and the
CANAL ZONE
buy American



HOK - HP5K
640 Kc. 6,005 Kc.
Colon, Panama

HP5A
11,700 Kc.

HOC
1,440 Kc.
PANAMA CITY

operated by the
PANAMA
BROADCASTING
SYSTEM

Rep: Melcher Guzman Co., Inc.
9 Rockefeller Plaza, New York City

Boost your sales where 190,000* Americans of the Canal Zone buy American

*1941 total—present figure not available during wartime

## Members of
## FEDERAL COMMUNICATIONS BAR ASSN.
### (Washington Attorneys Only)

*Asterisk (*) indicates now in military service*

For Officers and Directors, see page 463

Albertson, Fred W., Munsey Bldg. Telephone: Metropolitan 3535.

**Bailey, Clyde S., National Press Bldg. Telephone: National 7257.**

*Baldwin, James W., 5501 Lincoln Ave., Bethesda, Md. Telephone: Wisconsin 2728.

**Bastian, Walter M., National Press Bldg. Telephone: National 3628.**

Bechhoefer, B. G., 3107 Cleveland Ave., N.W. Telephone: Ordway 3662.

**Beebe, Raymond N., 815 Fifteenth St. N. W. Telephone: National 4056.**

***Beelar, Donald C., 5047 Sedgwick, N.W. Telephone: Woodley 6446.**

Bennett, Andrew W., Edmonds Bldg. Telephone: Republic 3607.

**Benton, John E., New P. O. Bldg. Telephone: National 7326.**

Bingham, Herbert M., Tower Bldg. Telephone: District 2141.

Blanton, Matthews, Earle Bldg. Telephone: National 8417.

Brady, John B., Colorado Bldg. Telephone: National 4806.

**Caldwell, Louis G., National Press Bldg. Telephone: Metropolitan 1464.**

Cambron, Charles Ray, 355 Senate Office Bldg. Telephone: National 3120.

Canfield, Austin F., Woodward Bldg. Telephone: District 3184.

Carson, Byron G., Tower Bldg. Telephone: National 0080.

Cogswell, Robert F., Hibbs Bldg. Telephone: National 6667.

**Cohen, Lester, Colorado Bldg. Telephone: National 2006.**

Coleman, J. Randolph, Jr., 725 13th St., N. W. Telephone: Metropolitan 9900.

Colladay, Edward F., 1331 G St. N. W. Telephone: National 0790.

Curry, John R., Shoreham Bldg. Telephone: National 5731.

Dalberg, Melvin H., National Press Bldg. Telephone: National 3431.

David, Alan B., Munsey Bldg. Telephone: Metropolitan 0023.

Dempsey, Wm. J., Bowen Bldg. Telephone: Republic 6363.

Denslow, L. Alton, Colorado Bldg. Telephone: National 9127.

Diamond, Sidney A., 1627 K St., N.W. Telephone: Executive 2715.

Drain, Dale D., 1422 F St. N. W. Telephone: National 0200.

Driscoll, H. D., 1025 Conn. Ave., N.W. Telephone: National 7128.

Duvall, Charles F., Earle Bldg. Telephone: District 4234.

Fisher, Ben S., Earle Bldg. Telephone: District 4234.

*Fletcher, Frank U., Munsey Bldg. Telephone: Metropolitan 0023.

Foley, James F., Arlington Village, Arlington, Va. Telephone: Chestnut 7500.

Gerrity, Harry J., Hill Bldg. Telephone: Metropolitan 0251.

Gordon, Spencer, Union Trust Bldg. Telephone: National 3730.

Granik, Theodore F., 1627 K St. N. W. Telephone: Republic 5995.

*Guider, John W., 34 Kalorama Circle. Telephone: Dupont 3616.

*Haley, Andrew G., Earle Bldg. Telephone: National 5535.

Hanley, James H., Tower Bldg. Telephone: Metropolitan 2940.

Hanson, Elisha, 729 Fifteenth St. N. W. Telephone: Metropolitan 5263.

Hart, David A., 815 Fifteenth St., N.W. Telephone: National 1955.

Hayden, James J., 112 E. Bradley Lane, Chevy Chase, Md. Telephone: Wisconsin 2614.

Heffron, Edward J., 1312 Massachusetts Ave., N. W. Telephone: Republic 3553.

Hennessey, Philip J. Jr., Woodward Bldg. Telephone: District 5405.

*Hidalgo, Edward K.

Hildreth, Melvin D., Evans Bldg. Telephone: National 0327.

Horne, Richard C. Jr., McGill Bldg. Telephone: National 6719.

*Hurley, John J., 4717 S. Chelsea Lane, Bethesda, Md. Telephone: Wisconsin 3032.

Hyde, Rosel H., FCC, Telephone: Executive 3620.

Jameson, Guilford S., Investment Bldg. Telephone: National 6232.

Jansky, Maurice M., 815 15th St. Telephone: National 4056.

Jevons, Richard A., 1312 Saratoga Ave., N. E. Telephone: Dupont 5496.

Johnson, Walter, Star Bldg. Telephone: Metropolitan 1906.

Johnston, E. D., National Press Bldg. Telephone: Metropolitan 1464.

*Keller, Joseph E., Munsey Bldg., Telephone: Metropolitan 3722.

*Koplovitz, Wm. C., Bowen Bllg. Telephone: Republic 6363.

Landa, Alfons B., 815 Fifteenth St., N. W. Telephone: National 4056.

Leahy, William E., Shoreham Bldg. Te phone: District 0558.

LeRoy, Howard S., Colorado Bldg. Te phone: National 9127.

Littlepage, John M., Investment Bldg. Telephone: District 3723.

*Littlepage, Thomas P. Jr., Investment Bldg. Telephone: District 3723.

Lohnes, Horace L., Munsey Bldg. Tele phone: Metropolitan 3535.

Loucks, Philip G., National Press Bldg. Telephone: Metropolitan 1070.

Lovett, Eliot C., 729 Fifteenth St. N. W. Telephone: Metropolitan 5263.

May, Robert E., Shoreham Bldg. Telephone: Republic 4123.

McCormick, H. L., 1901 Glebe Rd., Arlington, Va. Telephone: Chestnut 0877.

Miller, Neville, NAB, 1760 N St., N. W. Telephone: National 2080.

Montfort, Louis B., Munsey Bldg. Tele phone: National 9280.

O'Connor, John, Washington Bldg. Tele phone: Republic 1080.

*Patrick, Duke M., 2737 Devonshire Place, N. W. Telephone: Adams 4110.

Pierson, W. Theodore, Munsey Bldg. Tele phone: Republic 3934.

Place, Russell P., NAB, 1760 N St., N. W. Telephone: National 2080.

Porter, George B., Earle Bldg. Telephone: National 5535.

Porter, Paul A., 6001 Broad Branch Rd., N. W. Telephone: Woodley 7911.

*Porter, William A., Bowen Bldg. Tele phone: Metropolitan 3475.

*Powell, Bolling R. Jr., P. O. Box 416, Vienna, Va. Telephone: Vienna 198-W.

Pratt, Elmer W., Second National Bank Bldg. Telephone: National 0790.

*Prime, E. Gardner.

*Proffitt, James L., 1210 Massachusetts Ave., N.W. Telephone: District 5003.

Roberson, Frank, Munsey Bldg. Telephone: Metropolitan 0023.

Rollo, Reed T., National Press Bldg. Telephone: Metropolitan 1464.

*Russell, Percy H. Jr., National Press Bldg. Telephone: Metropolitan 1464.

*Scharfeld, Arthur W., National Press Bldg. Telephone: Metropolitan 1070.

*Schroeder, Arthur H., 3823 S Street, N. W. Telephone: Emerson 6452.

Scott, Frank D., Munsey Bldg. Telephone: National 7533.

*Segal, Paul M., Woodward Bldg. Telephone: District 5405.

Shea, George F., Tower Bldg. Telephone: District 2400.

Smith, George S., Woodward Bldg. Tele phone: District 5405.

Smith, Karl A., Colorado Bldg. Telephone: National 2006.

Smith, William Montgomery, Shoreham Bldg. Telephone: National 0928.

Spearman, John C., Munsey Bldg. Tele phone: Metropolitan 0023.

Spearman, Paul D. P., Munsey Bldg. Telephone: Metropolitan 0023.

Stollenwerck, Frank, National Press Bldg. Telephone: National 7846.

Sutton, George O., National Press Bldg. Telephone: National 7949.

Sykes, Eugene O., Munsey Bldg. Telephone: Metropolitan 0023.

Tumulty, Joseph P., Jr., 1317 F St. N. W. Telephone: National 2121.

Van Den Berg, George, Evans Bldg. Te phone: District 4163.

Van Orsdel, Ralph A., 725 Thirteenth S N. W. Telephone: Metropolitan 9900.

Waddell, James E., Bowen Bldg. Telephone: National 2968.

*Walker, Ralph L., FCC. Telephone: E ecutive 3620.

*Warner, Harry P., Woodward Bldg. Te phone: District 5405.

Wayland, Charles V., Earle Bldg. T phone: District 4234.

Welch, Francis X., Munsey Bldg. T phone: National 0527.

Wheat, Carl I., Shoreham Bldg. Teleph Republic 4123.

Wheeler, Edward K., Bowen Bldg. T phone: Metropolitan 3475.

Willebrandt, Mabel Walker, Shoreham B Telephone: National 0928.

Williams, A. Rea, Investment Bldg. T phone: District 3723.

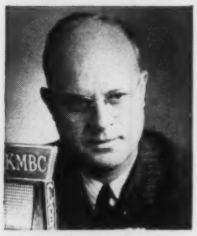
*Wilson, Thomas Winfield, Munsey B Telephone: Metropolitan 3535.

Wright, James Warren, Bureau of Sh Navy Dept. Telephone: Republic 7400.

*Yourd, Kenneth L., CBS, Earle Bldg. T phone: Metropolitan 3200.

# NEW HORIZONS

The Story of KMBC of Kansas City has always been one of utilizing to the fullest extent radio's inherent potentialities, thus opening New Horizons for listeners in the Heart of America. At no time has KMBC shirked its responsibility to the community it serves or to radio as an industry. Its own Code has established and maintained educational and religious departments, specialized news and sports staffs, farm, home service and special features divisions. This has meant a radio station with a network staff of operation—an organization within an organization, individually publicizing and promoting regional radio personalities. Consider for one moment the prestige that these personalities have attained in the Heart of America for KMBC as a radio station, and for the business of broadcasting as a whole.



WALT LOCHMAN
The Middlewest's leading sports personality . . . voted America's favorite minor-league baseball announcer . . . presenting two sportscasts nightly on KMBC.

ERLE SMITH
Former newspaper editor . . . author of hundreds of published articles and short stories . . . editor and newscaster of KMBC's full-time news department.

JOHN CAMERON SWAYZE
Former newspaper feature writer and columist . . . recognized with Erle Smith as two of Kansas City's oldest radio newsmen in point of uninterrupted service.

HENRY GOODMAN
Rich background in radio news presentation . . . rounding out KMBC's news department that utilizes both U.P. and A.P. with four wire services.

NANCY GOODE
Graduate home economist, conducting both KMBC's "The Food Scout", to advise listeners on daily best buys in fresh foods, and KMBC's "The Happy Kitchen", for advice on wartime home cooking.

# HERE AGAIN IS NEW EVIDENCE OF KMBC LEADERSHIP IN THE HEART OF AMERICA

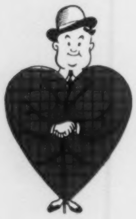
CAROLINE ELLIS
Starting over ten years ago with KMBC . . . becoming a network author-star for General Mills on CBS and NBC . . . now Women's Commentator on KMBC's "The Happy Home", daily homemaking quarter-hour show.

SAM H. BENNETT
Director of sales for KMBC . . . his many years of service to Midwestern radio contributes much to maintaining the strict commercial policies of KMBC.

ARTHUR B. CHURCH
President and founder of KMBC . . . associated with the broadcasting industry since its inception . . . active constantly with industry developments and ethics of operation.

KARL KOERPER
Vice president and managing director of KMBC . . . wide experience as executive in advertising profession . . . directs KMBC's close cooperation with important civic affairs.

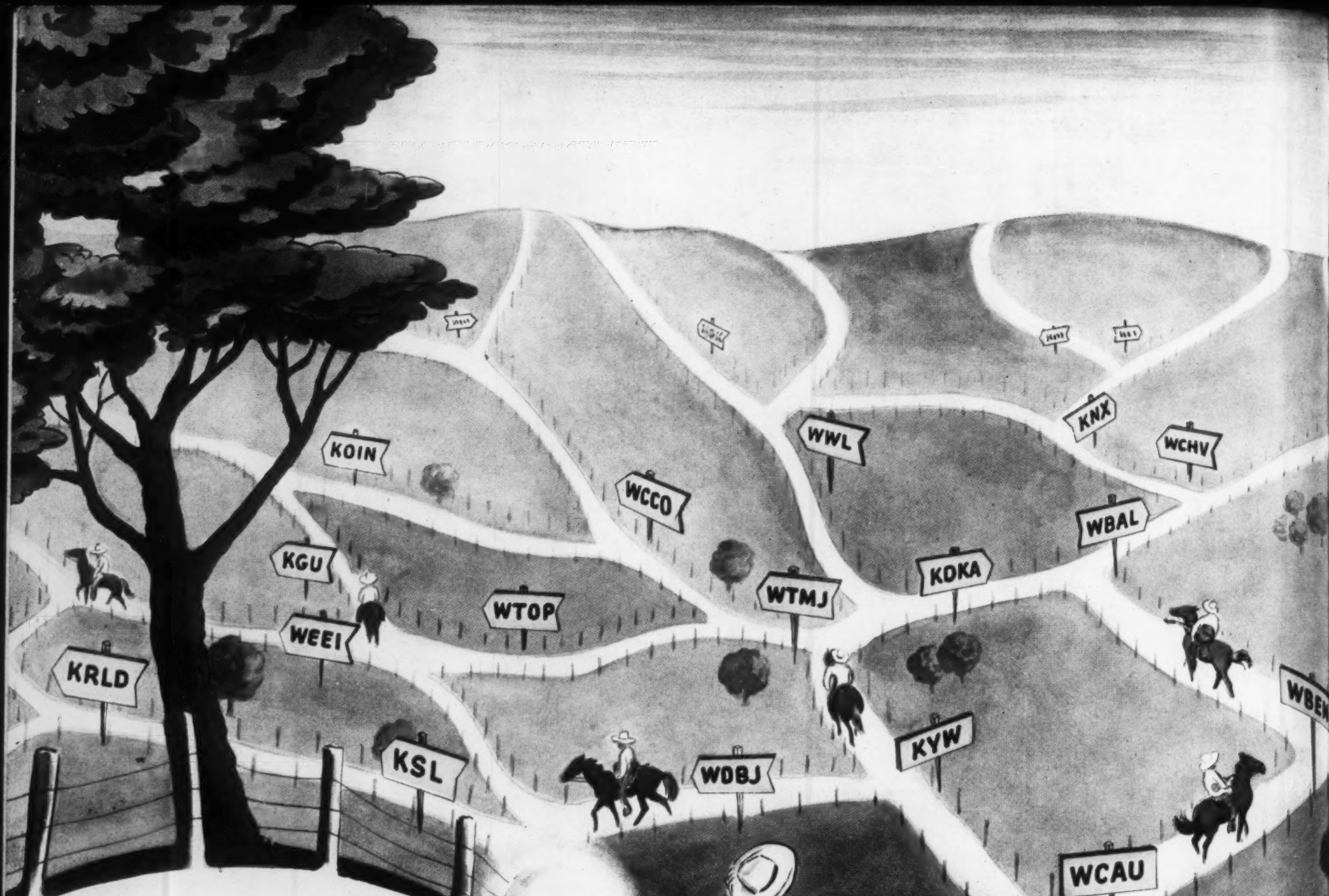
BOB RILEY
Station marketcaster as member of KMBC's full-time farm department . . . with KMBC being selected by the Kansas City livestock interests for the exclusive right to broadcast official market reports direct from the Kansas City Livestock Exchange Building.



# KMBC SERVICE FARMS

**PHIL EVANS**
Director of Farm Service . . . whose thrice daily broadcasts from "KMBC Service Farms" highlight this station's extensive farm programming log.

The past year has seen the opening of another New Horizon which already has had a marked influence on radio's ever-broadening service to listeners throughout the Heart of America. KMBC has long recognized, as is evidenced by its programming policy, census findings that 51% of the population here is urban, 49% rural. As another important step in improving KMBC's service to the farmers of this area, there was born this year "KMBC Service Farms"—fully equipped, pure-blooded livestock farms, putting into practical demonstration the teachings of Phil Evans, nationally known farm authority who directs KMBC's farm department. Thus again, KMBC broadens its service to this community, in behalf of itself as a radio station and of broadcasting as an industry.



Wherever you ride — North, East, South or West — the songs of "The Texas Rangers" are making new friends for advertisers and radio stations throughout America. It's the music with mass appeal — music that makes the West live again. The appeal of "The Texas Rangers" is limitless. Young and old alike thrill to these vocalists and instrumentalists of network radio and motion picture fame. So flexible is the library that literally thousands of different programs can be created without repeating the same show twice. It's the talk of the industry. "The Texas Rangers" have been doing one of radio's great selling and institutional jobs for advertisers, whether for a retail store in a city of five thousand or for a national manufacturer with coast-to-coast distribution. Flexibility applies, too, to the modest cost arrangement of "The Texas Rangers", priced according to the size of the market. You'll be in the best of company if in 1944 you add your product or radio station to this Blue Book list of subscribers.

**The Texas Rangers LIBRARY**

An Arthur B. Church Production — Write George E. Halley, Pickwick Hotel, Kansas City 6, Missouri

# DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

** Denotes new station authorized but not yet in operation as of January 1, 1944*

## K

KABC San Antonio, Tex.
KABR Aberdeen, S. D.
KADA Ada., Okla.
KALB Alexandria, La.
KALE Portland, Ore.
KAND Corsicana, Tex.
KANS Wichita, Kan.
KARK Little Rock, Ark.
KARM Fresno, Cal.
KASA Elk City, Okla.
KAST Astoria, Ore.
KATE Albert Lea, Minn.
KAVE Carlsbad, N. M.
KBIX Muskogee, Okla.
KBIZ Ottumwa, Ia.
KBKR Baker, Ore.
KBND Bend, Ore.
KBON Omaha, Neb.
KBPS Portland, Ore.
KBST Big Spring, Tex.
KBTM Jonesboro, Ark.
KBUR Burlington, Ia.
KBWD Brownwood, Tex.
KCKN Kansas City, Kan.
KCMC Texarkana, Tex.
KCMO Kansas City, Mo.
KCRC Enid, Okla.
KCRJ Jerome, Ariz.
KDAL Duluth, Minn.
KDB Santa Barbara, Cal.
KDFN Casper, Wyo.
KDKA Pittsburgh, Pa.
KDLR Devils Lake, N. D.
KDNT Denton, Tex.
KDON Monterey, Cal.
KDRO Sedalia, Mo.
KDTH Dubuque, Ia.
KDYL Salt Lake City, Utah
KECA Los Angeles, Cal.
KEEW Brownsville, Tex.
KELA Centralia, Wash.
KELD El Dorado, Ark.
KELO Sioux Falls, S. D.
KENO Las Vegas, Nev.
KERN Bakersfield, Cal.
KEUB Price, Utah
KEVE Everett, Wash.
KEVR Seattle, Wash.
KEX Portland, Ore.
KEYS Corpus Christi, Tex.
KFAB Lincoln, Neb.
KFAC Los Angeles, Cal.
KFAM St. Cloud, Minn.
KFAR Fairbanks, Alaska
KFBB Great Falls, Mont.
KFBC Cheyenne, Wyo.
KFBI Wichita, Kan.
KFBK Sacramento, Cal.
KFDA Amarillo, Tex.
KFDM Beaumont, Tex.
KFEL Denver, Col.
KFEQ St. Joseph, Mo.
KFFA Helena, Ark.
KFGQ Boone, Ia.
KFH Wichita, Kan.
KFI Los Angeles, Cal.
KFIO Spokane, Wash.
KFIZ Fond du Lac, Wis.
KFJB Marshalltown, Ia.
KFJI Klamath Falls, Ore.
KFJM Grand Forks, N. D.
KFJZ Fort Worth, Tex.
KFKA Greeley, Col.
KFKU Lawrence, Kan.
KFMB San Diego, Cal.
KFNF Shenandoah, Ia.
KFOR Lincoln, Neb.
KFOX Long Beach, Cal.
KFPW Ft. Smith, Ark.
KFPY Spokane, Wash.
KFQD Anchorage, Alaska
KFRC San Francisco, Cal.
KFRE Fresno, Cal.
KFRO Longview, Tex.
KFRU Columbia, Mo.
KFSD San Diego, Cal.
KFSG Los Angeles, Cal.
KFUN Las Vegas, N. M.
KFUO Clayton, Mo.
KFVD Los Angeles, Cal.
KFVS Cape Girardeau, Mo.
KFWB Los Angeles, Cal.
KFXD Nampa, Ida.
KFXJ Grand Junction, Col.
KFXM San Bernardino, Cal.
KFYO Lubbock, Tex.
KFYR Bismarck, N. D.
KGA Spokane, Wash.
KGB San Diego, Cal.
KGBS Harlingen, Tex.
KGBX Springfield, Mo.
KGCU Mandan, N. D.
KGCX Sidney, Mont.
KGDE Fergus Falls, Minn.
KGDM Stockton, Cal.
KGEK Sterling, Col.
KGER Long Beach, Cal.
KGEZ Kalispell, Mont.
KGFF Shawnee, Okla.
KGFJ Los Angeles, Cal.
KGFL Roswell, N. M.
KGFW Kearney, Neb.
KGFX Pierre, S. D.
KGGF Coffeyville, Kan.
KGGM Albuquerque, N. M.
KGHF Pueblo, Col.
KGHI Little Rock, Ark.
KGHL Billings, Mont.
KGIR Butte, Mont.
KGIW Alamosa, Col.
KGKB Tyler, Tex.
KGKL San Angelo, Tex.
KGKO Fort Worth, Tex.
KGKY Scottsbluff, Neb.
KGLO Mason City, Ia.
KGLU Safford, Ariz.
KGMB Honolulu, T. H.
KGNC Amarillo, Tex.
KGNO Dodge City, Kan.
KGO San Francisco, Cal.
KGU Honolulu, T. H.
KGVO Missoula, Mont.
KGW Portland, Ore.
KGY Olympia, Wash.
KHAS Hastings, Neb.
KHBC Hilo, T. H.
KHBG Okmulgee, Okla.
KHJ Los Angeles, Cal.
KHMO Hannibal, Mo.
KHQ Spokane, Wash.
KHSL Chico, Cal.
KHUB Watsonville, Cal.
KICA Clovis, N. M.
KICD Spencer, Ia.
KID Idaho Falls, Ida.
KIDO Boise, Ida.
KIEM Eureka, Cal.
KIEV Glendale, Cal.
KILO Grand Forks, N. D.
KINY Juneau, Alaska
KIRO Seattle, Wash.
KIT Yakima, Wash.
KIUL Garden City, Kan.
KIUN Pecos, Tex.
KIUP Durango, Col.
KJBS San Francisco, Cal.
KJR Seattle, Wash.
KLBM LaGrande, Ore.
KLCN Blytheville, Ark.
KLO Ogden, Utah
KLPM Minot, N. D.
KLRA Little Rock, Ark.
KLS Oakland, Cal.
KLUF Galveston, Tex.
KLX Oakland, Cal.
KLZ Denver, Col.
KMA Shenandoah, Ia.
KMAC San Antonio, Tex.
KMBC Kansas City, Mo.
KMED Medford, Ore.
KMJ Fresno, Cal.
KMLB Monroe, La.
KMMJ Grand Island, Neb.
KMO Tacoma, Wash
KMOX St. Louis, Mo.
KMPC Los Angeles, Cal.
KMTR Los Angeles, Cal.
KMYC Marysville, Cal.
KMYR Denver, Col.
KNEL Brady, Tex.
KNET Palestine, Tex.
KNOW Austin, Tex.
KNX Los Angeles, Cal.
KOA Denver, Col.
KOAC Corvallis, Ore.
KOAM Pittsburg, Kan.
KOB Albuquerque, N. M.
KOBH Rapid City, S. D.
KOCA Kilgore, Tex.
KOCY Oklahoma City, Okla.
KODL The Dalles, Ore.
KODY North Platte, Neb.
KOH Reno, Nev.
KOIL Omaha, Neb.
KOIN Portland, Ore.
KOKO La Junta, Col.
KOL Seattle, Wash.
KOMA Oklahoma City, Okla.
KOME Tulsa, Okla.
KOMO Seattle, Wash.
KONO San Antonio, Tex.
KOOS Marshfield, Ore.
KORE Eugene, Ore.
KORN Fremont, Neb.
KOTN Pine Bluff, Ark.
KOVC Valley City, N. D.
KOVO Provo, Utah
KOWH Omaha, Neb.
KOY Phoenix, Ariz.
KPAB Laredo, Tex.
KPAC Port Arthur, Tex.
KPAS Pasadena, Cal.
KPDN Pampa, Tex.
KPFA Helena, Mont.
KPHO Phoenix, Ariz
KPLC Lake Charles, La.
KPLT Paris, Tex.
KPMC Bakersfield, Cal.
KPO San Francisco, Cal.
KPOF Denver, Col.
KPOW Powell, Wyo.
KPPC Pasadena, Cal.
KPQ Wenatchee, Wash.
KPRC Houston, Tex.
KPRO Riverside, Cal.
KQV Pittsburgh, Pa.
KQW San Jose, Cal.
KRBA Lufkin, Tex.
KRBC Abilene, Tex.
KRBM Bozeman, Mont.
KRE Berkeley, Cal.
KRGV Weslaco, Tex.
KRIC Beaumont, Tex.
KRIS Corpus Christi, Tex.
KRJF Miles City, Mont.
KRKD Los Angeles, Cal.
KRKO Everett, Wash.
KRLC Lewiston, Ida.
KRLD Dallas, Tex.
KRLH Midland, Tex.
KRMD Shreveport, La.
KRNR Roseburg, Ore.
KRNT Des Moines, Ia.
KROC Rochester, Minn.
KROD El Paso, Tex.
KROS Clinton, Ia.
KROW Oakland, Cal.
KROY Sacramento, Cal.
KRRV Sherman, Tex.
KRSC Seattle, Wash.
KSAC Manhattan, Kan.
KSAL Salina, Kan.
KSAM Huntsville, Tex.
KSAN San Francisco, Cal.
KSCJ Sioux City, Ia.
KSD St. Louis, Mo.
KSEI Pocatello, Ida.
KSFO San Francisco, Cal.
KSJB Jamestown, N. D.
KSKY Dallas, Tex.
KSL Salt Lake City, Utah
KSLM Salem, Ore.
KSO Des Moines, Ia.
KSOO Sioux Falls, S. D.
KSRO Santa Rosa, Cal.
KSTP St. Paul, Minn.
KSUB Cedar City, Utah
KSUN Lowell, Ariz.
KSWO Lawton, Okla.
KTAR Phoenix, Ariz.
KTBC Austin, Tex.
KTBI Tacoma, Wash.
KTBS Shreveport, La.
KTEM Temple, Tex.
KTFI Twin Falls, Ida.
KTHS Hot Springs, Ark.
KTKC Visalia, Cal.
KTKN Ketchikan, Alaska
KTMS Santa Barbara, Cal.
KTNM Tucumcari, N. M.
KTOH Lihue, T. H.
KTOK Oklahoma City, Okla.
KTRB Modesto, Cal.
KTRH Houston, Tex.
KTRI Sioux City, Ia.
KTSA San Antonio, Tex.
KTSM El Paso, Tex.
KTSW Emporia, Kan.
KTTS Springfield, Mo.
KTUC Tucson, Ariz.
KTUL Tulsa, Okla.
KTW Seattle, Wash.
KUIN Grants Pass, Ore.
KUJ Walla Walla, Wash.
KUOA Siloam Springs, Ark.
KUSD Vermillion, S. D.
KUTA Salt Lake City, Utah
KVAK Atchison, Kan.
KVAN Vancouver, Wash.
KVCV Redding, Cal.
KVEC San Luis Obispo, Cal.
KVFD Ft. Dodge, Ia.
KVGB Great Bend, Kan.
KVI Tacoma, Wash.
KVIC Victoria, Tex.
KVNU Logan, Utah
KVOA Tucson, Ariz.
KVOD Denver, Col.
KVOE Santa Ana, Cal.
KVOL Lafayette, La.
KVOO Tulsa, Okla.
*KVOP Plainview, Tex.
KVOR Colorado Springs, Col.
KVOS Bellingham, Wash.
KVOX Moorhead, Minn.
KVRS Rock Springs, Wyo.
KVSF Santa Fe, N. M.
KVSO Ardmore, Okla.
KVWC Vernon, Tex.
KWAL Wallace, Ida.
KWAT Watertown, S. D.
*KWBU Corpus Christi, Tex
KWBW Hutchinson, Kan.
KWEW Hobbs, N. M.
KWFC Hot Springs, Ark.
KWFT Wichita Falls, Tex.
KWG Stockton, Cal.
KWIL Albany, Ore.
KWJB Globe, Ariz.
KWJJ Portland, Ore.
KWK St. Louis, Mo.
KWKH Shreveport, La.
KWKW Pasadena, Cal.
KWLC Decorah, Ia.
KWLK Longview, Wash.
KWLM Willmar, Minn.
KWNO Winona, Minn.
KWOC Poplar Bluff, Mo.
KWON Bartlesville, Okla.
KWOS Jefferson City, Mo.
KWRC Pendleton, Ore.
KWSC Pullman, Wash.
KWTO Springfield, Mo.
KWYO Sheridan, Wyo.
KXA Seattle, Wash.
KXEL Waterloo, Ia.
KXL Portland, Ore.
KXO El Centro, Cal.
KXOK St. Louis, Mo.
KXOX Sweetwater, Tex.
KXRO Aberdeen, Wash.
KXYZ Houston, Tex.
KYA San Francisco, Cal.
KYCA Prescott, Ariz.
KYOS Merced, Cal.
KYSM Mankato, Minn.
KYUM Yuma, Ariz.
KYW Philadelphia, Pa.

## W

WAAB Worcester, Mass.
WAAC Ft. Meyers, Fla.
WAAF Chicago, Ill.
WAAT Newark, N. J.
WABC New York, N. Y.
WABI Bangor, Me.
WABY Albany, N. Y.
WACO Waco, Tex.
WADC Akron, O.
WAGA Atlanta, Ga.
WAGE Syracuse, N. Y.
WAGF Dothan, Ala.
WAGM Presque Isle, Me.
WAIM Anderson, S. C.
WAIR Winston-Salem, N. C.
WAIT Chicago, Ill.
WAJR Morgantown, W. Va.
WAKR Akron, O.
WALA Mobile, Ala.
WALB Albany, Ga.
WALL Middletown, N. Y.
WAML Laurel, Miss.
WAOV Vincennes, Ind.
WAPI Birmingham, Ala.
WAPO Chattanooga, Tenn.
WARM Scranton, Pa.
*WARW Clarksdale, Miss.
WASK Lafayette, Ind.
WATL Atlanta, Ga.
WATN Watertown, N. Y.
WATR Waterbury, Conn.
WATW Ashland, Wis.
WAVE Louisville, Ky.
WAWZ Zarephath, N. J.
WAYS Charlotte, N. C.
WAYX Waycross, Ga.
WAZL Hazleton, Pa.
WBAA West Lafayette, Ind.
WBAB Atlantic City, N. J.
WBAL Baltimore, Md.
WBAP Fort Worth, Tex.
WBAX Wilkes-Barre, Pa.
WBBB Burlington, N. C.
WBBL Richmond, Va.
WBBM Chicago, Ill.
WBBR Brooklyn, N. Y.
WBBZ Ponca City, Okla.
WBCM Bay City, Mich.
WBEN Buffalo, N. Y.
WBHP Huntsville, Ala.
WBIG Greensboro, N. C.
WBIR Knoxville, Tenn.
WBLJ Dalton, Ga.
WBLK Clarksburg, W. Va.
WBML Macon, Ga.
WBNS Columbus, O.
WBNX New York, N. Y.
WBNY Buffalo, N. Y.
WBOC Salisbury, Md.
WBOW Terre Haute, Ind.
WBRC Birmingham, Ala.
WBRE Wilkes-Barre, Pa.
WBRK Pittsfield, Mass.
WBRW Welch, W. Va.
WBRY Waterbury, Conn.
WBT Charlotte, N. C.
WBTA Batavia, N. Y.
WBTH Williamson, W. Va.
WBTM Danville, Va.
WBYN Brooklyn, N. Y.
WBZ Boston, Mass.
WBZA Springfield, Mass.
WCAE Pittsburgh, Pa.
WCAL Northfield, Minn.
WCAM Camden, N. J.
WCAO Baltimore, Md.
WCAP Asbury Park, N. J.
WCAR Pontiac, Mich.
WCAT Rapid City, S. D.
WCAU Philadelphia, Pa.
WCAX Burlington, Vt.
WCAZ Carthage, Ill.
WCBA Allentown, Pa.
WCBI Columbus, Miss.
WCBM Baltimore, Md.
WCBS Springfield, Ill.
WCBT
Roanoke Rapids, N. C.
WCCO Minneapolis, Minn.
WCED DuBois, Pa.
WCFL Chicago, Ill.
WCHS Charleston, W. Va.
WCHV Charlottesville, Va.
WCKY Cincinnati, O.
WCLE Cleveland, O.
WCLO Janesville, Wis.
WCLS Joliet, Ill.
WCMI Ashland, Ky.
WCNC Elizabeth City, N. C.
WCOA Pensacola, Fla.
WCOC Meridian, Miss.
WCOL Columbus, O.
WCOP Boston, Mass.
WCOS Columbia, S. C.
WCOU Lewiston, Me.
WCOV Montgomery, Ala.
WCPO Cincinnati, O.
WCRS Greenwood, S. C.
WCRW Chicago, Ill.
WCSC Charleston, S. C.
WCSH Portland, Me.
WDAE Tampa, Fla.
WDAF Kansas City, Mo.
WDAK Columbus, Ga.
WDAN Danville, Ill.
WDAS Philadelphia, Pa.
WDAY Fargo, N. D.
WDBC Escanaba, Mich.
WDBJ Roanoke, Va.
WDBO Orlando, Fla.
WDEF Chattanooga, Tenn.
WDEL Wilmington, Del.
WDEV Waterbury, Vt.
WDGY Minneapolis, Minn.
WDLP Panama City, Fla.
WDMJ Marquette, Mich.
WDNC Durham, N. C.
WDOD Chattanooga, Tenn.
WDRC Hartford, Conn.
WDSM Duluth, Minn.
WDSU New Orleans, La.
WDWS Champaign, Ill.
WDZ Tuscola, Ill.
WEAF New York, N. Y.
WEAN Providence, R. I.
WEAU Eau Claire, Wis.
WEBC Duluth, Minn.
WEBQ Harrisburg, Ill.
WEBR Buffalo, N. Y.
WEDC Chicago, Ill.
WEED Rocky Mount, N. C.
WEEI Boston, Mass.
WEEU Reading, Pa.
WEGO Concord, N. C.
WEIM Fitchburg, Mass.
WELI New Haven, Conn.
WELL Battle Creek, Mich.
WEMP Milwaukee, Wis.
WENR Chicago, Ill.
WENY Elmira, N. Y.
WEOA Evansville, Ind.
WERC Erie, Pa.
WEST Easton, Pa.
WESX Marblehead, Mass.
WEVD New York, N. Y.
WEW St. Louis, Mo.
WEXL Royal Oak, Mich.
WFAA Dallas, Tex.
WFAS White Plains, N. Y.
WFBC Greenville, S. C.
WFBG Altoona, Pa.
WFBL Syracuse, N. Y.
WFBM Indianapolis, Ind.
WFBR Baltimore, Md.
WFCI Pawtucket, R. I.
WFDF Flint, Mich.
WFEA Manchester, N. H.
WFHR
Wisconsin Rapids, Wis.
WFIG Sumter, S. C.
WFIL Philadelphia, Pa.
WFIN Findlay, O.
WFLA Tampa, Fla.
WFMD Frederick, Md.
WFMJ Youngstown, O.
WFNC Fayetteville, N. C.
WFOR Hattiesburg, Miss.
WFOY St. Augustine, Fla.
WFPG Atlantic City, N. J.
WFTC Kinston, N. C.
WFTL Ft. Lauderdale, Fla.
WFVA Fredericksburg, Va.
WGAA Cedartown, Ga.
WGAC Augusta, Ga.
WGAL Lancaster, Pa.
WGAN Portland, Me.
WGAR Cleveland, O.
WGAU Athens, Ga.
WGBB Freeport, N. Y.
WGBF Evansville, Ind.
WGBG Greensboro, N. C.
WGBI Scranton, Pa.
WGBR Goldsboro, N. C.
WGCM Gulfport, Miss.
WGES Chicago, Ill.
WGGA Gainesville, Ga.
WGH Newport News, Va.
WGIL Galesburg, Ill.
WGKV Charleston, W. Va.
WGL Ft. Wayne, Ind.
WGN Chicago, Ill.
WGNC Gastonia, N. C.
WGNY Newburg, N. Y.
WGOV Valdosta, Ga.
WGPC Albany, Ga.
WGR Buffalo, N. Y.
WGRC Louisville, Ky.
WGRM Greenwood, Miss.
WGST Atlanta, Ga.
WGTC Greenville, N. C.
WGTM Wilson, N. C.
WGY Schenectady, N. Y.
WHA Madison, Wis.
WHAI Greenfield, Mass.
WHAM Rochester, N. Y.
WHAS Louisville, Ky.
WHAT Philadelphia, Pa.
WHAZ Troy, N. Y.
WHB Kansas City, Mo.
WHBB Selma, Ala.
WHBC Canton, O.
WHBF Rock Island, Ill.
WHBI Newark, N. J.
WHBL Sheboygan, Wis.
WHBQ Memphis, Tenn.
WHBU Anderson, Ind.
WHBY Appleton, Wis.
WHCU Ithaca, N. Y.
WHDF Calumet, Mich.
WHDH Boston, Mass.
WHDL Allegany, N. Y.
WHEB Portsmouth, N. H.
WHEC Rochester, N. Y.
WHFC Cicero, Ill.
WHIO Dayton, O.
WHIS Bluefield, W. Va.
WHIT New Bern, N. C.
WHIZ Zanesville, O.
WHJB Greensburg, Pa.
WHK Cleveland, O.
WHKC Columbus, O.
WHKY Hickory, N. C.
WHLB Virginia, Minn.
WHLD Niagara Falls, N. Y.
WHLN Harlan, Ky.
WHLS Port Huron, Mich.
WHMA Anniston, Ala.
WHN New York, N. Y.
WHO Des Moines, Ia.
WHOM Jersey City, N. J.
WHOP Hopkinsville, Ky.
WHP Harrisburg, Pa.
WHUB Cookeville, Tenn.
WHYN Holyoke, Mass.
WIAC San Juan, P. R.
WIBA Madison, Wis.
WIBC Indianapolis, Ind.
WIBG Philadelphia, Pa.
WIBM Jackson, Mich.
WIBU Poynette, Wis.
WIBW Topeka, Kan.
WIBX Utica, N. Y.
WICA Ashtabula, O.
WICC Bridgeport, Conn.
WIGM Medford, Wis.
WIL St. Louis, Mo.
WILL Urbana, Ill.
WILM Wilmington, Del.
WINC Winchester, Va.
WIND Gary, Ind.
WING Dayton, O.
WINN Louisville, Ky.
WINS New York, N. Y.
WINX Washington, D. C.
WIOD Miami, Fla.
WIP Philadelphia, Pa.
WIRE Indianapolis, Ind.
WIS Columbia, S. C.
WISE Asheville, N. C.
WISH Indianapolis, Ind.
WISN Milwaukee, Wis.
WISR Butler, Pa.
WITH Baltimore, Md.
WIZE Springfield, O.
WJAC Johnstown, Pa.
WJAG Norfolk, Neb.
WJAR Providence, R. I.
WJAS Pittsburgh, Pa.
WJAX Jacksonville, Fla.
WJBC Bloomington, Ill.
WJBK Detroit, Mich.
WJBO Baton Rouge, La.
WJBW New Orleans, La.
WJBY Gadsden, Ala.
WJDX Jackson, Miss.
WJEJ Hagerstown, Md.
WJHL Johnson City, Tenn.
WJHO Opelika, Ala.
WJHP Jacksonville, Fla.
WJIM Lansing, Mich.
WJJD Chicago, Ill.
WJLB Detroit, Mich.
WJLD Bessemer, Ala.
WJLS Beckley, W. Va.
WJMC Rice Lake, Wis.
WJMS Ironwood, Mich.

*(Cont'd on page 454)*

# DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

** Denotes new station authorized but not yet in operation as of January 1, 1944*

(Continued from page 453)

| | |
|---|---|
| WJNO | W. Palm Beach, Fla. |
| WJOB | Hammond, Ind. |
| WJPA | Washington, Pa. |
| WJPF | Herrin, Ill. |
| WJPR | Greenville, Miss. |
| WJR | Detroit, Mich. |
| WJRD | Tuscaloosa, Ala. |
| WJTN | Jamestown, N. Y. |
| WJW | Cleveland, O. |
| WJZ | New York, N. Y. |
| WJZM | Clarkesville, Tenn. |
| WKAQ | San Juan, Puerto Rico |
| WKAR | East Lansing, Mich. |
| WKAT | Miami Beach, Fla. |
| WKBB | Dubuque, Ia. |
| WKBH | LaCrosse, Wis. |
| WKBN | Youngstown, O. |
| WKBO | Harrisburg, Pa. |
| WKBV | Richmond, Ind. |
| WKBW | Buffalo, N. Y. |
| WKBZ | Muskegon, Mich. |
| WKEU | Griffin, Ga. |
| WKEY | Covington, Va. |
| WKIP | Poughkeepsie, N. Y. |
| WKMO | Kokomo, Ind. |
| WKNE | Keene, N. H. |
| WKNY | Kingston, N. Y. |
| WKOK | Sunbury, Pa. |
| WKPA | New Kensington, Pa. |
| WKPT | Kingsport, Tenn. |
| WKRC | Cincinnati, O. |
| WKRO | Cairo, Ill. |
| WKST | New Castle, Pa. |
| WKWK | Wheeling, W. Va. |
| WKY | Oklahoma City, Okla. |
| WKZO | Kalamazoo, Mich. |
| WLAC | Nashville, Tenn. |
| WLAG | La Grange, Ga. |
| WLAK | Lakeland, Fla. |
| WLAP | Lexington, Ky. |
| WLAV | Grand Rapids, Mich. |
| WLAW | Lawrence, Mass. |
| WLAY | Muscle Shoals City, Ala. |
| WLB | Minneapolis, Minn. |
| WLBC | Muncie, Ind. |
| WLBJ | Bowling Green, Ky. |
| WLBL | Stevens Point, Wis. |
| WLBZ | Bangor, Me. |
| WLDS | Jacksonville, Ill. |
| WLEU | Erie, Pa. |
| WLIB | Brooklyn, N. Y. |
| WLLH | Lowell, Mass. |
| WLNH | Laconia, N. H. |
| WLOF | Orlando, Fla. |
| WLOG | Logan, W. Va. |
| WLOK | Lima, O. |
| WLOL | Minneapolis, Minn. |
| WLPM | Suffolk, Va. |
| WLS | Chicago, Ill. |
| WLVA | Lynchburg, Va. |
| WLW | Cincinnati, O. |
| WMAL | Washington, D. C. |
| WMAM | Marinette, Wis. |
| WMAN | Mansfield, O. |
| WMAQ | Chicago, Ill. |
| WMAS | Springfield, Mass. |
| WMAZ | Macon, Ga. |
| WMBD | Peoria, Ill. |
| WMBG | Richmond, Va. |
| WMBH | Joplin, Mo. |
| WMBI | Chicago, Ill. |
| WMBO | Auburn, N. Y. |
| WMBR | Jacksonville, Fla. |
| WMBS | Uniontown, Pa. |
| WMC | Memphis, Tenn. |
| WMCA | New York, N. Y. |
| WMEX | Boston, Mass. |
| WMFD | Wilmington, N. C. |
| WMFF | Plattsburg, N. Y. |
| WMFG | Hibbing, Minn. |
| WMFJ | Daytona Beach, Fla. |
| WMFR | High Point, N. C. |
| WMGA | Moultrie, Ga. |
| WMIN | St. Paul, Minn. |
| WMIS | Natchez, Miss. |
| WMJM | Cordele, Ga. |
| WMMN | Fairmont, W. Va. |
| WMOB | Mobile, Ala. |
| WMOG | Brunswick, Ga. |
| WMPC | Lapeer, Mich. |
| WMPS | Memphis, Tenn. |
| WMRC | Greenville, S. C. |
| WMRF | Lewistown, Pa. |
| WMRN | Marion, O. |
| WMRO | Aurora, Ill. |
| WMSL | Decatur, Ala. |
| WMT | Cedar Rapids, Ia. |
| WMUR | Manchester, N. H. |
| WMVA | Martinsville, Va. |
| WNAB | Bridgeport, Conn. |
| WNAC | Boston, Mass. |
| WNAD | Norman, Okla. |
| WNAX | Yankton, S. D. |
| WNBC | Hartford, Conn. |
| WNBF | Binghamton, N. Y. |
| WNBH | New Bedford, Mass. |
| WNBZ | Saranac Lake, N. Y. |
| WNEL | San Juan, Puerto Rico |
| WNEW | New York, N. Y. |
| WNLC | New London, Conn. |
| WNOE | New Orleans, La. |
| WNOX | Knoxville, Tenn. |
| WNYC | New York, N. Y. |
| WOAI | San Antonio, Tex. |
| WOC | Davenport, Ia. |
| WOI | Ames, Ia. |
| WOKO | Albany, N. Y. |
| WOL | Washington, D. C. |
| WOLF | Syracuse, N. Y. |
| WOLS | Florence, S. C. |
| WOMI | Owensboro, Ky. |
| WOMT | Manitowoc, Wis. |
| WOOD | Grand Rapids, Mich. |
| WOPI | Bristol, Tenn. |
| WOR | New York City |
| WORC | Worcester, Mass. |
| WORD | Spartanburg, S. C. |
| WORK | York, Pa. |
| WORL | Boston, Mass. |
| WOSH | Oshkosh. Wisc. |
| WOSU | Columbus, O. |
| WOV | New York, N. Y. |
| WOW | Omaha, Neb. |
| WOWO | Ft. Wayne, Ind. |
| WPAB | Ponce, Puerto Rico |
| WPAD | Paducah, Ky. |
| WPAR | Parkersburg, W. Va. |
| WPAT | Paterson, N. J. |
| WPAX | Thomasville, Ga. |
| WPAY | Portsmouth, O. |
| WPDQ | Jacksonville, Fla. |
| WPEN | Philadelphia, Pa. |
| WPIC | Sharon, Pa. |
| WPRA | Mayaguez, Puerto Rico |
| WPRO | Providence, R. I. |
| WPRP | Ponce, Puerto Rico |
| WPTF | Raleigh, N. C. |
| WQAM | Miami, Fla. |
| WQAN | Scranton, Pa. |
| WQBC | Vicksburg, Miss. |
| WQXR | New York, N. Y. |
| WRAK | Williamsport, Pa. |
| WRAL | Raleigh, N. C. |
| WRAW | Reading, Pa. |
| WRBL | Columbus, Ga. |
| WRC | Washington, D. C. |
| WRDO | Augusta, Me. |
| WRDW | Augusta, Ga. |
| WREC | Memphis, Tenn. |
| WREN | Lawrence, Kan. |
| WRGA | Rome, Ga. |
| WRJN | Racine, Wis. |
| WRLC | Toccoa, Ga. |
| WRNL | Richmond, Va. |
| WROK | Rockford, Ill. |
| WROL | Knoxville, Tenn. |
| WRR | Dallas, Tex. |
| WRRF | Washington, N. C. |
| WRRN | Warren, O. |
| WRUF | Gainesville, Fla. |
| WRVA | Richmond, Va. |
| WSAI | Cincinnati, O. |
| WSAJ | Grove City, Pa. |
| WSAM | Saginaw, Mich. |
| WSAN | Allentown, Pa. |
| WSAP | Portsmouth. Va. |
| WSAR | Fall River, Mass. |
| WSAU | Wausau, Wis. |
| WSAV | Savannah, Ga. |
| WSAY | Rochester. N. Y. |
| WSAZ | Huntington, W. Va. |
| WSB | Atlanta, Ga. |
| WSBA | York, Pa. |
| WSBC | Chicago, Ill. |
| WSBT | South Bend, Ind. |
| WSFA | Montgomery, Ala. |
| WSGN | Birmingham, Ala. |
| WSIX | Nashville, Tenn. |
| WSJS | Winston-Salem, N. C. |
| WSKB | McComb, Miss. |
| WSLB | Ogdensburg, N. Y. |
| WSLI | Jackson, Miss. |
| WSLS | Roanoke, Va. |
| WSM | Nashville, Tenn. |
| WSMB | New Orleans, La. |
| WSNJ | Bridgeton, N. J. |
| WSNY | Schenectady, N. Y. |
| WSOC | Charlotte, N. C. |
| WSON | Henderson, Ky. |
| WSOO | Sault Ste. Marie, Mich. |
| WSOY | Decatur, Ill. |
| WSPA | Spartanburg, S. C. |
| WSPB | Sarasota, Fla. |
| WSPD | Toledo, O. |
| WSPR | Springfield, Mass. |
| WSRR | Stamford, Conn. |
| WSTP | Salisbury, N. C. |
| WSTV | Steubenville, O. |
| WSUI | Iowa City, Ia. |
| WSUN | St. Petersburg, Fla. |
| WSVA | Harrisonburg, Va. |
| WSYB | Rutland, Vt. |
| WSYR | Syracuse, N. Y. |
| WTAD | Quincy, Ill. |
| WTAG | Worcester, Mass. |
| WTAL | Tallahassee, Fla. |
| WTAM | Cleveland, O. |
| WTAQ | Green Bay, Wis. |
| WTAR | Norfolk, Va. |
| WTAW | College Station, Tex. |
| WTAX | Springfield, Ill. |
| WTBO | Cumberland, Md. |
| WTCM | Traverse City, Mich. |
| WTCN | Minneapolis, Minn. |
| WTEL | Philadelphia, Pa. |
| WTHT | Hartford, Conn. |
| WTIC | Hartford, Conn. |
| WTJS | Jackson, Tenn. |
| WTMA | Charleston, S. C. |
| WTMC | Ocala, Fla. |
| WTMJ | Milwaukee, Wis. |
| WTMV | E. St. Louis, Ill. |
| WTNJ | Trenton, N. J. |
| WTOC | Savannah, Ga. |
| WTOL | Toledo, O. |
| WTOP | Washington, D. C. |
| WTRC | Elkhart, Ind. |
| WTRY | Troy, N. Y. |
| WTSP | St. Petersburg, Fla. |
| WTTM | Trenton. N. J. |
| WWDC | Washington, D. C. |
| WWJ | Detroit, Mich. |
| WWL | New Orleans, La. |
| WWNC | Asheville, N. C. |
| WWNY | Watertown, N. Y. |
| WWPG | Palm Beach, Fla. |
| WWRL | Woodside, N. Y. |
| WWSR | St. Albans, Vt. |
| WWSW | Pittsburgh, Pa. |
| WWVA | Wheeling, W. Va. |
| WXYZ | Detroit, Mich. |

### SHORTWAVE

| | |
|---|---|
| KGEI | Belmont, Cal. |
| KWID | San Francisco |
| KWIX | San Francisco |
| WBOS | Hull, Mass. |
| WCBN | Brentwood, N. Y. |
| WCBX | Brentwood, N. Y. |
| WCDA | Brentwood, N. Y. |
| WCRC | Brentwood, N. Y. |
| WGEA | Schenectady, N. Y. |
| WGEO | Schenectady, N. Y. |
| WGEX | Schenectady, N. Y. |
| WLWK | Mason, O. |
| WLWL | Mason, O. |
| WLWO | Mason, O. |
| WLWR | Mason, O. |
| WLWS | Mason, O. |
| WNBI | Bound Brook, N. J. |
| WNRA | Bound Brook, N. J. |
| WNRE | Bound Brook, N. J. |
| WNRI | Bound Brook, N. J. |
| WNRX | Bound Brook, N. J. |
| WOOC | Wayne, N. J. |
| WOOW | Wayne, N. J. |
| WRCA | Bound Brook, N. J. |
| WRUA | Scituate, Mass. |
| WRUL | Scituate, Mass. |
| WRUS | Scituate, Mass. |
| WRUW | Scituate, Mass. |
| WRUX | Scituate, Mass. |

**W-CAR**

**PONTIAC**

**MICHIGAN**

1000 S-T-R-E-A-M-L-I-N-E-D
WATTS

1130 K.C. - - - - - - - - Daytime

That Outstanding Independent Station in Southeastern Michigan That You Hear So Much About . . . Built on Service to the Vast Numbers Who Like "News on the Hour Every Hour"—and Good Music All Day Long.

Three Million People Can Hear Us Easily—and Plenty of Them Listen . . . Hour After Hour Every Day!

# DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

*(Licensed or Authorized by FCC as of January 1, 1944)*

**CP granted for increase in power.* *†Construction permit for new station.* *‡Special authorization for power or frequency.* *CP—Construction permit for frequency.*
*L—Limited time; operates night hours only when dominant station is not operating.*

| Call Letters | City | Day Power in Watts | Night Power in Watts |
|---|---|---|---|
| | **550 KC. REGIONAL** | | |
| KOY | Phoenix, Ariz. | 1,000 | 1,000 |
| KSD | St. Louis | 5,000 | 1,000 |
| WGR | Buffalo, N. Y. | 5,000 | 1,000 |
| KFYR | Bismarck, N. D. | 5,000 | 5,000 |
| WKRC | Cincinnati, O. | 5,000 | 1,000 |
| KOAC | Corvallis, Ore. | 5,000 | 1,000 |
| KTSA | San Antonio, Tex. | 5,000 | 1,000 |
| WDEV | Waterbury, Vt. | 1,000 | .... |
| WSVA | Harrisonburg, Va. | 1,000 | .... |
| | **560 KC. REGIONAL** | | |
| KSFO | San Francisco | 5,000 | 1,000 |
| KLZ | Denver | 5,000 | 5,000 |
| WQAM | Miami, Fla. | 5,000 | 1,000 |
| WIND | Gary, Ind. | 5,000 | 5,000 |
| WGAN | Portland, Me. | 5,000 | 5,000 |
| KWTO | Springfield, Mo. | 5,000 | 1,000 |
| WFIL | Philadelphia | 1,000 | 1,000 |
| WIS | Columbia, S. C. | 5,000 | 5,000 |
| KFDM | Beaumont, Tex. | 1,000 | 1,000 |
| KPQ | Wenatchee, Wash. | 1,000 | 1,000 |
| | **570 KC. REGIONAL** | | |
| KMTR | Los Angeles | 1,000 | 1,000 |
| WMCA | New York | 5,000 | 5,000 |
| WSYR | Syracuse, N. Y. | 5,000 | 5,000 |
| WWNC | Asheville, N. C. | 1,000 | 1,000 |
| WKBN | Youngstown, O. | 5,000 | 5,000 |
| WNAX | Yankton, S. D. | 5,000 | 5,000 |
| KGKO | Ft. Worth, Tex. | 5,000 | 5,000 |
| KUTA | Salt Lake City, Utah | 5,000 | 5,000 |
| KVI | Tacoma, Wash. | 5,000 | 5,000 |
| WMAM | Marinette, Wis. | 250 | .... |
| | **580 KC. REGIONAL** | | |
| KMJ | Fresno, Cal. | 5,000 | 5,000 |
| WDBO | Orlando, Fla. | 5,000 | 5,000 |
| WILL | Urbana, Ill. | 5,000 | .... |
| KSAC | Manhattan, Kan. | 1,000 | 500 |
| WIBW | Topeka, Kan. | 5,000 | 5,000 |
| WTAG | Worcester, Mass. | 5,000 | 5,000 |
| WIAC | San Juan, P. R. | 5,000 | 5,000 |
| WCHS | Charleston, W. Va. | 5,000 | 5,000 |
| | **590 KC. REGIONAL** | | |
| WAGA | Atlanta, Ga. | 5,000 | 5,000 |
| KGMB | Honolulu, Hawaii | 5,000 | 5,000 |
| WEEI | Boston, Mass. | 5,000 | 5,000 |
| WKZO | Kalamazoo, Mich. | 5,000 | 5,000 |
| WOW | Omaha, Neb. | 5,000 | 5,000 |
| WMBS | Uniontown, Pa. | 1,000 | 1,000 |
| KTBC | Austin, Tex. | 1,000 | 250 |
| KHQ | Spokane, Wash. | 5,000 | 5,000 |
| | **600 KC. REGIONAL** | | |
| KFSD | San Diego, Cal. | 1,000 | 1,000 |
| WICC | Bridgeport, Conn. | 1,000 | 500 |
| WMT | Cedar Rapids, Ia. | 5,000 | 5,000 |
| WCAO | Baltimore, Md. | 5,000 | 5,000 |
| WSJS | Winston-Salem, N. C. | 5,000 | 5,000 |
| WREC | Memphis, Tenn. | 5,000 | 5,000 |
| KROD | El Paso, Tex. | 1,000 | 500 |
| | **610 KC. REGIONAL** | | |
| WSGN | Birmingham, Ala. | 5,000 | 1,000 |
| KFAR | Fairbanks, Alaska (‡660 kc.) | 5,000<br>‡10,000 | 5,000<br>‡10,000 |
| KFRC | San Francisco | 5,000 | 5,000 |
| WIOD | Miami, Fla. | 5,000 | 5,000 |
| KDAL | Duluth, Minn. | 1,000 | 1,000 |
| WDAF | Kansas City, Mo. | 5,000 | 5,000 |
| WMUR | Manchester, N. H. | 5,000 | 1,000 |
| WAYS | Charlotte, N. C. | 1,000 | 1,000 |
| WCLE | Cleveland, O. | 500 | .... |
| WIP | Philadelphia, Pa. | 5,000 | 5,000 |
| | **620 KC. REGIONAL** | | |
| KTAR | Phoenix, Ariz. | 5,000 | 5,000 |
| WSUN | St. Petersburg, Fla. | 5,000 | 5,000 |
| WLBZ | Bangor, Me. | 5,000 | 5,000 |
| WAGE | Syracuse, N. Y. | 1,000 | 1,000 |
| KGW | Portland, Ore. | 5,000 | 5,000 |
| WHJB | Greensburg, Pa. | 250 | .... |
| WKAQ | San Juan, P. R. | 5,000 | 5,000 |
| WROL | Knoxville, Tenn. | 1,000 | 500 |
| KWFT | Wichita Falls, Tex. | 5,000 | 1,000 |
| WCAX | Burlington, Vt. | 1,000 | 1,000 |
| WTMJ | Milwaukee, Wis. | 5,000 | 5,000 |
| | **630 KC. REGIONAL** | | |
| KVOD | Denver, Colo. | 5,000 | 5,000 |
| WMAL | Washington, D. C. | 5,000 | 5,000 |
| KXOK | St. Louis | 5,000 | 5,000 |
| KOH | Reno, Nev. | 1,000 | 1,000 |
| WPRO | Providence, R. I. | 5,000 | 5,000 |
| KGFX | Pierre, S. D. | 200 | .... |
| | **640 KC. CLEAR** | | |
| KFI | Los Angeles | 50,000 | 50,000 |
| WOI | Ames, Ia. | 5,000 | .... |
| WHKC | Columbus, O. | 500 | L-500 |
| WNAD | Norman, Okla. | 1,000 | .... |
| | **650 KC. CLEAR** | | |
| WSM | Nashville, Tenn. | 50,000 | 50,000 |
| | **660 KC. CLEAR** | | |
| ‡KFAR | Fairbanks, Alaska | ‡10,000 | ‡10,000 |
| KOWH | Omaha, Neb. | 500 | .... |
| WEAF | New York | 50,000 | 50,000 |
| KSKY | Dallas, Tex. | 1,000 | .... |
| | **670 KC. CLEAR** | | |
| WMAQ | Chicago | 50,000 | 50,000 |
| | **680 KC. CLEAR** | | |
| KPO | San Francisco | 50,000 | 50,000 |
| WLAW | Lawrence, Mass. | 5,000 | 5,000 |
| KFEQ | St. Joseph, Mo. | 5,000 | 5,000 |
| WPTF | Raleigh, N. C. | 50,000 | 50,000 |
| WISR | Butler, Pa. | 250 | .... |
| | **690 KC. CLEAR** | | |
| KGGF | Coffeyville, Kan. | 1,000 | 500 |
| | **700 KC. CLEAR** | | |
| WLW | Cincinnati, O. | 50,000 | 50,000 |
| | **710 KC. CLEAR** | | |
| KMPC | Los Angeles, Cal. | 10,000 | 10,000 |
| WFTL | Ft. Lauderdale, Fla. | 10,000 | 10,000 |
| WOR | New York | 50,000 | 50,000 |
| KIRO | Seattle, Wash. | 50,000 | 50,000 |
| | **720 KC. CLEAR** | | |
| WGN | Chicago | 50,000 | 50,000 |
| | **730 KC. CLEAR** | | |
| | **740 KC. CLEAR** | | |
| KQW | San Jose, Cal. | 5,000 | 5,000 |
| KTRH | Houston, Tex. | 50,000 | 50,000 |
| | **750 KC. CLEAR** | | |
| WSB | Atlanta, Ga. | 50,000 | 50,000 |
| KMMJ | Grand Island, Neb. | 1,000 | L-1,000 |
| WHEB | Portsmouth, N. H. | 1,000 | L-1,000 |
| KXL | Portland, Ore. | 10,000 | L-10,000 |
| | **760 KC. CLEAR** | | |
| KGU | Honolulu, Hawaii | 2,500 | L-2,500 |
| WJR | Detroit, Mich. | 50,000 | 50,000 |
| | **770 KC. CLEAR** | | |
| WLB | Minneapolis, Minn. | 5,000 | .... |
| WCAL | Northfield, Minn. | 5,000 | .... |
| WEW | St. Louis, Mo. | 1,000 | .... |
| ‡KOB | Albuquerque, N. M. | ‡50,000 | ‡25 000 |
| WJZ | New York | 50,000 | 50,000 |
| KXA | Seattle, Wash. | 1,000 | L-1,000 |
| | **780 KC. CLEAR** | | |
| WBBM | Chicago | 50,000 | 50,000 |
| KFAB | Lincoln, Neb. | 10,000 | 10,000 |
| | **790 KC. REGIONAL** | | |
| KFQD | Anchorage, Alaska | 1,000 | 1,000 |
| KECA | Los Angeles | 5,000 | 5,000 |
| KGHL | Billings, Mont. | 5,000 | 5,000 |
| WWNY | Watertown, N. Y. | 1,000 | 1,000 |
| WPIC | Sharon, Pa. | 1,000 | .... |
| WEAN | Providence, R. I. | 5,000 | 5,000 |
| WMC | Memphis, Tenn. | 5,000 | 5,000 |
| WTAR | Norfolk, Va. | 5,000 | 5,000 |
| KVOS | Bellingham, Wash. | 250 | 250 |
| WEAU | Eau Claire, Wis. | 5,000 | 1,000 |
| | **800 KC. CLEAR** | | |
| | **810 KC. CLEAR** | | |
| KGO | San Francisco | 7,500 | 7,500 |
| KOAM | Pittsburg, Kan. | 1,000 | .... |
| WGY | Schenectady, N. Y. | 50,000 | 50,000 |
| | **820 KC. CLEAR** | | |
| WAIT | Chicago | 5,000 | L-5,000 |
| WOSU | Columbus, O. | 5,000 | L-5,000 |
| WFAA | Dallas, Tex. | 50,000 | 50,000 |
| WBAP | Ft. Worth, Tex. | 50,000 | 50,000 |
| | **830 KC. CLEAR** | | |
| WCCO | Minneapolis, Minn. | 50,000 | 50,000 |
| WNYC | New York | 1,000 | L-1,000<br>‡1,000 |
| | **840 KC. CLEAR** | | |
| WHAS | Louisville, Ky. | 50,000 | 50,000 |
| | **850 KC. CLEAR** | | |
| KOA | Denver, Col. | 50,000 | 50,000 |
| WRUF | Gainesville, Fla. | 5,000<br>5,000 | L-5,000<br>‡100 |
| WHDH | Boston, Mass. | 5,000 | 5,000 |
| KFUO | Clayton, Mo. | 5,000 | L-5,000 |
| WJW | Cleveland, O. | 5,000 | 5,000 |
| WEEU | Reading, Pa. | 1,000 | .... |
| | **860 KC. CLEAR** | | |
| KTRB | Modesto, Cal. | 1,000 | 1,000 |
| WSON | Henderson, Ky. | 250 | .... |
| | **870 KC. CLEAR** | | |
| KIEV | Glendale, Cal. | 250 | .... |
| WWL | New Orleans, La. | 50,000 | 50,000 |
| WKAR | East Lansing, Mich. | 5,000 | .... |
| WHCU | Ithaca, N. Y. | 1,000 | L-1,000 |
| | **880 KC. CLEAR** | | |
| WHB | Kansas City, Mo. | 1,000 | .... |
| WABC | New York | 50,000 | 50,000 |
| | **890 KC. CLEAR** | | |
| WENR | Chicago | 50,000 | 50,000 |
| WLS | Chicago | 50,000 | 50,000 |
| | **900 KC. CLEAR** | | |
| KLCN | Blytheville, Ark. | 1,000 | .... |
| WSBA | York, Pa. | 1,000 | .... |
| | **910 KC. REGIONAL** | | |
| KLX | Oakland, Cal. | 1,000 | 1,000 |
| KPOF | Denver, Col. | 1,000 | 1,000 |
| KFKA | Greeley, Col. | 1,000 | 1,000 |
| WSUI | Iowa City, Ia. | 5,000 | 5,000 |
| ‡WABI | (CP) Bangor, Me. | 250<br>*5,000 | 250<br>*5,000 |
| WFDF | Flint, Mich. | 1,000 | 1,000 |
| WCOC | Meridian, Miss. | 1,000 | 1,000 |
| WGBI | Scranton, Pa. | 1,000 | 500 |
| WQAN | Scranton, Pa. | 1,000 | 500 |
| WJHL | Johnson City, Tenn. | 1,000 | 1,000 |
| KRRV | Sherman, Tex. | 1,000 | 1,000 |
| WRNL | Richmond, Va. | 5,000 | 5,000 |
| KVAN | Vancouver, Wash. | 500 | .... |
| | **920 KC. REGIONAL** | | |
| KARK | Little Rock, Ark. | 5,000 | 5,000 |
| KFXJ | Grand Junction, Col. | 1,000 | 500 |
| WGST | Atlanta, Ga. | 5,000 | 1,000 |
| WBAA | West Lafayette, Ind. | 5,000 | 1,000 |
| KFNF | Shenandoah, Ia. | 1,000 | 500 |
| WTTM | Trenton, N. J. | 1,000 | 1,000 |
| WBBB | Burlington, N. C. | 1,000 | .... |
| WJAR | Providence, R. I. | 5,000 | 5,000 |
| KUSD | Vermillion, S. D. | 500 | 500 |
| KFPY | Spokane, Wash. | 5,000 | 5,000 |
| WMMN | Fairmont, W. Va. | 5,000 | 5,000 |
| | **930 KC. REGIONAL** | | |
| KTKN | Ketchikan, Alaska | 1,000 | 1,000 |
| KHJ | Los Angeles | 5,000 | 5,000 |
| WJAX | Jacksonville, Fla. | 5,000 | 1,000 |
| KSEI | Pocatello, Ida. | 1,000 | 250 |
| WTAD | Quincy, Ill. | 1,000 | 1,000 |
| WFMD | Frederick, Md. | 500 | 500 |
| WPAT | Paterson, N. J. | 1,000 | .... |
| WBEN | Buffalo, N. Y. | 5,000 | 5,000 |
| WRRF | Washington, N. C. | 1,000 | .... |
| WKY | Oklahoma City, Okla. | 5,000<br>*5,000 | 1,000<br>*5,000 |
| WSAZ | Huntington, W. Va. | 1,000 | 1,000 |
| WLBL | Stevens Point, Wis. | 5,000 | .... |
| | **940 KC. CLEAR** | | |
| KTKC | Visalia, Cal. | 5,000 | 5,000 |
| WMAZ | Macon, Ga. | 5,000 | 5,000 |
| | **950 KC. REGIONAL** | | |
| KFEL | Denver, Col. | 5,000 | 5,000 |
| WAAF | Chicago | 1,000 | .... |
| WORL | Boston | 1,000 | .... |
| WWJ | Detroit, Mich. | 5,000 | 5,000 |
| WPEN | Philadelphia, Pa. | 5,000 | 5,000 |
| WSPA | Spartanburg, S. C. | 5,000 | 1,000 |
| KPRC | Houston, Tex. | 5,000 | 5,000 |
| KOMO | Seattle, Wash. | 5,000 | 5,000 |
| | **960 KC. REGIONAL** | | |
| WBRC | Birmingham, Ala. | 5,000 | 5,000 |
| KROW | Oakland, Cal. | 1,000 | 1,000 |
| WELI | New Haven, Conn. | 1,000 | 500 |
| WSBT | South Bend, Ind. | 1,000 | 1,000 |
| KMA | Shenandoah, Ia. | 5,000 | 5,000 |
| WDBJ | Roanoke, Va. | 5,000 | 5,000 |
| | **970 KC. REGIONAL** | | |
| WFLA | Tampa, Fla. | 5,000 | 1,000 |
| WAVE | Louisville, Ky. | 5,000 | 5,000 |
| WCSH | Portland, Me. | 5,000 | 5,000 |
| WAAT | Newark, N. J. | 1,000 | 1,000 |
| WDAY | Fargo, N. D. | 5,000 | 5,000 |
| WICA | Ashtabula, O. | 1,000 | .... |
| KOIN | Portland, Ore. | 5,000 | 5,000 |
| WHA | Madison, Wis. | 5,000 | .... |
| | **980 KC. REGIONAL** | | |
| KFWB | Los Angeles, Cal. | 5,000 | 5,000 |
| WRC | Washington, D. C. | 5,000 | 5,000 |
| KMBC | Kansas City, Mo. | 5,000 | 5,000 |
| WTRY | Troy, N. Y. | 1,000 | 1,000 |
| WGBG | Greensboro, N. C. | 1,000 | .... |
| WSIX | Nashville, Tenn. | 5,000 | 5,000 |
| | **990 KC. CLEAR** | | |
| WIBG | Philadelphia, Pa. | 10,000 | 10,000 |
| WPRA | Mayaguez, P. R. | 5,000 | 1,000 |
| WNOX | Knoxville, Tenn. | 10,000 | 10,000 |
| | **1000 KC. CLEAR** | | |
| WCFL | Chicago, Ill. | 10,000 | 10,000 |
| KJR | Seattle, Wash. | 5,000 | 5,000 |
| | **1010 KC. CLEAR** | | |
| WINS | New York, N. Y. | 10,000<br>*50,000 | 10,000<br>*50,000 |
| KLRA | Little Rock, Ark. | 10,000 | 5,000 |
| KWBU | Corpus Christi, Tex. | 50,000 | .... |
| | **1020 KC. CLEAR** | | |
| KFVD | Los Angeles, Cal. | 1,000 | L-1,000 |
| KDKA | Pittsburgh, Pa. | 50,000 | 50,000 |
| | **1030 KC. CLEAR** | | |
| WBZ | Boston, Mass. | 50,000 | 50,000 |
| WBZA | Springfield, Mass. | 1,000 | 1,000 |
| KOB | Albuquerque, N. M. (‡770kc) | 10,000<br>‡50,000<br>*50,000 | 10,000<br>‡25,000<br>*50,000 |
| | **1040 KC. CLEAR** | | |
| WHO | Des Moines, Ia. | 50,000 | 50,000 |
| | **1050 KC. CLEAR** | | |
| WDZ | Tuscola, Ill. | 1,000 | .... |
| WHN | New York | 50,000 | 50,000 |
| | **1060 KC. CLEAR** | | |
| KYW | Philadelphia, Pa. | 50,000 | 50,000 |
| | **1070 KC. CLEAR** | | |
| WAPI | Birmingham, Ala. | 5,000 | 5,000 |
| KNX | Los Angeles, Cal. | 50,000 | 50,000 |
| WIBC | Indianapolis | 5,000<br>5,000 | 1,000<br>*5,000 |
| KFBI | Wichita, Kan. | 5,000 | 1,000 |
| | **1080 KC. CLEAR** | | |
| WTIC | Hartford, Conn. | 50,000 | 50,000 |
| WCAZ | Carthage, Ill. | 250 | .... |
| KWJJ | Portland, Ore. | 1,000 | 1,000 |
| KRLD | Dallas, Tex. | 50,000 | 50,000 |
| | **1090 KC. CLEAR** | | |
| KTHS | Hot Springs, Ark. | 10,000<br>10,000 | 5,000<br>‡1,000 |
| WBAL | Baltimore, Md. | 50,000 | 50,000 |
| WJAG | Norfolk, Neb. | 1,000 | L-1,000 |
| KEVR | Seattle, Wash. | 250 | 250 |
| | **1100 KC. CLEAR** | | |
| KJBS | San Francisco | 500 | L-500 |
| WTAM | Cleveland, O. | 50,000 | 50,000 |
| | **1110 KC. CLEAR** | | |
| KPAS | Pasadena, Cal. | 10,000 | 10,000 |
| WMBI | Chicago, Ill. | 5,000 | L-5,000 |
| WBT | Charlotte, N. C. | 50,000 | 50,000 |
| | **1120 KC. CLEAR** | | |
| KMOX | St. Louis, Mo. | 50,000 | 50,000 |
| | **1130 KC. CLEAR** | | |
| KWKH | Shreveport, La. | 50,000 | 50,000 |
| WCAR | Pontiac, Mich. | 1,000 | .... |
| WDGY | Minneapolis, Minn. | 5,000 | L-500 |
| WNEW | New York | 10,000 | 10,000 |

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# DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

[Continued from Page 455]

| Call Letters | City | Day Power in Watts | Night Power in Watts |
|---|---|---|---|
| **1140 KC. CLEAR** | | | |
| KGDM | Stockton, Cal. | 5,000 | 5,000 |
| KSOO | Sioux Falls, S. D. | 5,000 | L-5,000 |
| WRVA | Richmond, Va. | 50,000 | 50,000 |
| **1150 KC. REGIONAL** | | | |
| KFSG | Los Angeles | 2,500 | 1,000 |
| KRKD | Los Angeles | 2,500 | 1,000 |
| WDEL | Wilmington, Del. | 5,000 | 5,000 |
| KSAL | Salina, Kan. | 1,000 | 1,000 |
| WJBO | Baton Rouge, La. | 5,000 | 5,000 |
| WCOP | Boston, Mass. | 500 | 500 |
| KSWO | Lawton, Okla. | 250 | .... |
| WKPA | New Kensington, Pa. | 250 | .... |
| WAPO | Chattanooga, Tenn. | 5,000 | 1,000 |
| WTAW | College Station, Tex. | 1,000 | .... |
| KRSC | Seattle, Wash. | 1,000 | 1,000 |
| WISN | Milwaukee, Wis. | 5,000 | 5,000 |
| **1160 KC. CLEAR** | | | |
| WJJD | Chicago, Ill. | 20,000 | L-20,000 |
| KSL | Salt Lake City, Utah | 50,000 | 50,000 |
| **1170 KC. CLEAR** | | | |
| KVOO | Tulsa, Okla. | 50,000 | 50,000 |
| WWVA | Wheeling, W. Va. | 50,000 | 50,000 |
| **1180 KC. CLEAR** | | | |
| WLDS | Jacksonville, Ill. | 250 | .... |
| WHAM | Rochester, N. Y. | 50,000 | 50,000 |
| **1190 KC. CLEAR** | | | |
| WOWO | Ft. Wayne, Ind. | 10,000 | 10,000 |
| WLIB | New York | 1,000 | L-1,000 |
| KEX | Portland, Ore. | 5,000 | 5,000 |
| **1200 KC. CLEAR** | | | |
| WOAI | San Antonio, Tex. | 50,000 | 50,000 |
| **1210 KC. CLEAR** | | | |
| WCAU | Philadelphia, Pa. | 50,000 | 50,000 |
| **1220 KC. CLEAR** | | | |
| WGNY | Newburgh, N. Y. | 1,000 | .... |
| WGAR | (CP) Cleveland, O. | *5,000 | *5,000 |
| **1230 KC. LOCAL** | | | |
| WBHP | Huntsville, Ala. | 250 | 250 |
| WMOB | Mobile, Ala. | 250 | 250 |
| WJRD | Tuscaloosa, Ala. | 250 | 250 |
| KSUN | Lowell, Ariz. | 250 | 250 |
| KPHO | Phoenix, Ariz. | 250 | 250 |
| KBTM | Jonesboro, Ark. | 250 | 250 |
| KGHI | Little Rock, Ark. | 250 | 250 |
| KGFJ | Los Angeles | 100 | 100 |
| KVCV | Redding, Cal. | 250 | 250 |
| KVEC | San Luis Obispo, Cal. | 250 | 250 |
| KWG | Stockton, Cal. | 250 | 250 |
| KGEK | Sterling, Col. | 100 | 100 |
| WTHT | Hartford, Conn. | 250 | 250 |
| WLOF | Orlando, Fla. | 250 | 250 |
| WDLP | Panama City, Fla. | 250 | 250 |
| WJNO | West Palm Beach, Fla. | 250 | 250 |
| WRBL | Columbus, Ga. | 250 | 250 |
| WBLJ | Dalton, Ga. | 250 | 250 |
| WAYX | Waycross, Ga. | 250 | 250 |
| KHBC | Hilo, Hawaii | 250 | 250 |
| KFXD | Nampa, Idaho | 250 | 250 |
| WJBC | Bloomington, Ill. | 250 | 250 |
| WJOB | Hammond, Ind. | 250 | 250 |
| WBOW | Terre Haute, Ind. | 250 | 250 |
| KFJB | Marshalltown, Ia. | 250 | 250 |
| WHOP | Hopkinsville, Ky. | 250 | 250 |
| KMLB | Monroe, La. | 250 | 250 |
| WJBW | New Orleans, La. | 250 | 250 |
| WABI | Bangor, Me. | 250 | 250 |
| | (CP) and ‡, 910 kc) | *5,000 | *5,000 |
| WITH | Baltimore, Md. | 250 | 250 |
| WBOC | Salisbury, Md. | 250 | 250 |
| WESX | Marblehead, Mass. | 250 | 250 |
| WMPC | Lapeer, Mich. | 250 | 250 |
| WSOO | Sault Ste. Marie, Mich. | 250 | 100 |
| KGDE | Fergus Falls, Minn. | 250 | 100 |
| KYSM | Mankato, Minn. | 250 | 250 |
| KWNO | Winona, Minn. | 250 | 250 |
| WSKB | McComb, Miss. | 250 | 250 |
| WIL | St. Louis, Mo. | 250 | 250 |
| KHAS | Hastings, Neb. | 250 | 250 |
| KFUN | Las Vegas, N. M. | 250 | 250 |
| WENY | Elmira, N. Y. | 250 | 250 |
| WFAS | White Plains, N. Y. | 250 | 250 |
| WIBX | Utica, N. Y. | 250 | 250 |
| WISE | Asheville, N. C. | 250 | 250 |
| WMFR | High Point, N. C. | 250 | 250 |
| **1230 KC. (Continued)** | | | |
| WFTC | Kinston, N. C. | 250 | 250 |
| WCBT | Roanoke Rapids, N. C. | 250 | 250 |
| WHBC | Canton, O. | 250 | 250 |
| | (CP 1480 kc) | *1,000 | *1,000 |
| WCPO | Cincinnati, O. | 250 | 250 |
| WCOL | Columbus, O. | 250 | 250 |
| WTOL | Toledo, O. | 250 | 250 |
| KADA | Ada, Okla. | 250 | 250 |
| WBBZ | Ponca City, Okla. | 250 | 250 |
| KAST | Astoria, Ore. | 250 | 250 |
| KODL | The Dalles, Ore. | 250 | 100 |
| KOOS | Marshfield, Ore. | 250 | 250 |
| WCED | Du Bois, Pa. | 250 | 250 |
| WKBO | Harrisburg, Pa. | 250 | 250 |
| WAIM | Anderson, S. C. | 250 | 250 |
| WOLS | Florence, S. C. | 250 | 250 |
| WCAT | Rapid City, S. D. | 100 | .... |
| KELO | Sioux Falls, S. D. | 250 | 250 |
| KFDA | Amarillo, Tex. | 250 | 250 |
| KRLH | Midland, Tex. | 250 | 250 |
| KCMC | (CP) Texarkana, Tex. | 250 | 250 |
| KVNU | Logan, Utah | 250 | 250 |
| WLVA | Lynchburg, Va. | 250 | 250 |
| KFIO | Spokane, Wash. | 250 | 250 |
| WLOG | Logan, W. Va. | 250 | 250 |
| WAJR | Morgantown, W. Va. | 250 | 250 |
| WHBY | Appleton, Wis. | 250 | 250 |
| WCLO | Janesville, Wis. | 250 | 250 |
| WDSM | Superior, Wis. | 250 | 250 |
| KPOW | Powell, Wyo. | 250 | 250 |
| **1240 KC. LOCAL** | | | |
| WJBY | Gadsden, Ala. | 250 | 250 |
| WCOV | Montgomery, Ala. | 250 | 250 |
| KWJB | Globe, Ariz. | 250 | 250 |
| KYUM | Yuma, Ariz. | 250 | 250 |
| KDON | Monterey, Cal. | 250 | 250 |
| KPPC | Pasadena, Cal. | 100 | 100 |
| KROY | Sacramento, Cal. | 250 | 250 |
| KFXM | San Bernardino, Cal. | 250 | 250 |
| WAAC | Ft. Myers, Fla. | 250 | 250 |
| WFOY | St. Augustine, Fla. | 250 | 250 |
| WGAC | Augusta, Ga. | 250 | 250 |
| WGGA | Gainesville, Ga. | 250 | 250 |
| WLAG | La Grange, Ga. | 250 | 250 |
| WBML | Macon, Ga. | 250 | 250 |
| WPAX | Thomasville, Ga. | 250 | 250 |
| WCRW | Chicago | 100 | 100 |
| WEDC | Chicago | 250 | 250 |
| WSBC | Chicago | 250 | 250 |
| WEBQ | Harrisburg, Ill. | 250 | 250 |
| WTAX | Springfield, Ill. | 100 | 100 |
| WHBU | Anderson, Ind. | 250 | 250 |
| KWLC | Decorah, Ia. | 250 | .... |
| KBIZ | Ottumwa, Ia. | 250 | 250 |
| KICD | Spencer, Ia. | 100 | 100 |
| KIUL | Garden City, Kan. | 100 | 100 |
| KANS | Wichita, Kan. | 250 | 250 |
| WINN | Louisville, Ky. | 250 | 250 |
| KALB | Alexandria, La. | 250 | 250 |
| WCOU | Lewiston, Me. | 250 | 250 |
| WJEJ | Hagerstown, Md. | 250 | 250 |
| WHAI | Greenfield, Mass. | 250 | 250 |
| WJIM | Lansing, Mich. | 250 | 250 |
| WMFG | Hibbing, Minn. | 250 | 250 |
| WGRM | Greenwood, Miss. | 250 | 250 |
| WGCM | Gulfport, Miss. | 250 | 250 |
| KWOS | Jefferson City, Mo. | 250 | 250 |
| KPFA | Helena, Mont. | 250 | 250 |
| KFOR | Lincoln, Neb. | 250 | 250 |
| KODY | North Platte, Neb. | 250 | 250 |
| WSNJ | Bridgeton, N. J. | 250 | 250 |
| KAVE | Carlsbad, N. M. | 250 | 250 |
| KICA | Clovis, N. M. | 250 | 250 |
| WGBB | Freeport, N. Y. | 100 | 100 |
| WJTN | Jamestown, N. Y. | 250 | 250 |
| WSAY | Rochester, N. Y. | 250 | 250 |
| | (CP 1370 kc.) | *1,000 | *1,000 |
| WSNY | Schenectady, N. Y. | 250 | 250 |
| WATN | Watertown, N. Y. | 250 | 250 |
| WSOC | Charlotte, N. C. | 250 | 250 |
| WRAL | Raleigh, N. C. | 250 | 250 |
| KDLR | Devils Lake, N. D. | 250 | 250 |
| WLOK | Lima, O. | 250 | 250 |
| WHIZ | Zanesville, O. | 250 | 250 |
| KVSO | Ardmore, Okla. | 250 | 100 |
| KASA | Elk City, Okla. | 100 | 100 |
| KHBG | Okmulgee, Okla. | 250 | 250 |
| KWIL | Albany, Ore. | 250 | 250 |
| KFJI | Klamath Falls, Ore. | 100 | 100 |
| KWRC | Pendleton, Ore. | 250 | 250 |
| WKOK | Sunbury, Pa. | 250 | 250 |
| WBAX | Wilkes-Barre, Pa. | 100 | 100 |
| KWAT | Watertown, S. D. | 250 | 250 |
| WBIR | Knoxville, Tenn. | 250 | 250 |
| KGBS | Harlingen, Tex. | 250 | 250 |
| KOCA | Kilgore, Tex. | 250 | 250 |
| KMAC | San Antonio, Tex. | 250 | 250 |
| KXOX | Sweetwater, Tex. | 250 | 250 |
| KOVO | Provo, Utah | 250 | 250 |
| WBBL | Richmond, Va. | 100 | 100 |
| WSLS | Roanoke, Va. | 250 | 250 |
| KGY | Olympia, Wash. | 250 | 250 |
| WJLS | Beckley, W. Va. | 250 | 250 |
| WOMT | Manitowoc, Wis. | 100 | 100 |
| WIBU | Poynette, Wis. | 250 | 250 |
| WJMC | Rice Lake, Wis. | 250 | 250 |
| KFBC | Cheyenne, Wyo. | 250 | 250 |
| **1250 KC. REGIONAL** | | | |
| KTMS | Santa Barbara, Cal. | 1,000 | 1,000 |
| WDAE | Tampa, Fla. | 5,000 | 5,000 |
| KFKU | Lawrence, Kan. | 5,000 | 1,000 |
| WREN | Lawrence, Kan. | 5,000 | 1,000 |
| WCAE | Pittsburgh, Pa. | 5,000 | 5,000 |
| WTMA | Charleston, S. C. | 1,000 | 1,000 |
| KPAC | Port Arthur, Tex. | 1,000 | 1,000 |
| KWSC | Pullman, Wash. | 5,000 | 5,000 |
| KTW | Seattle, Wash. | 1,000 | 1,000 |
| **1260 KC. REGIONAL** | | | |
| KYA | San Francisco | 5,000 | 1,000 |
| WOL | Washington, D. C. | 1,000 | 1,000 |
| WFBM | Indianapolis, Ind. | 5,000 | 5,000 |
| KFGQ | Boone, Ia. | 250 | .... |
| WNAC | Boston, Mass. | 5,000 | 5,000 |
| KGBX | Springfield, Mo. | 5,000 | 5,000 |
| KGGM | Albuquerque, N. M. | 1,000 | 1,000 |
| **1270 KC. REGIONAL** | | | |
| WPDQ | Jacksonville, Fla. | 5,000 | 5,000 |
| KTFI | Twin Falls, Idaho | 1,000 | 1,000 |
| WHBF | Rock Island, Ill. | 5,000 | 5,000 |
| WSPR | Springfield, Mass. | 500 | 500 |
| WXYZ | Detroit, Mich. | 5,000 | 5,000 |
| KGCU | Mandan, N. D. | 250 | 250 |
| KFJZ | Fort Worth, Tex. | 5,000 | 5,000 |
| **1280 KC. REGIONAL** | | | |
| KFOX | Long Beach, Cal. | 1,000 | 1,000 |
| WMRO | Aurora, Ill. | 250 | .... |
| WGBF | Evansville, Ind. | 5,000 | 1,000 |
| WDSU | New Orleans, La. | 5,000 | 5,000 |
| WTCN | Minneapolis, Minn. | 5,000 | 1,000 |
| WHBI | Newark, N. J. | 2,500 | 1,000 |
| WOV | New York | 5,000 | 5,000 |
| WKST | New Castle, Pa. | 1,000 | 1,000 |
| KIT | Yakima, Wash. | 1,000 | 1,000 |
| **1290 KC. REGIONAL** | | | |
| KVOA | Tucson, Ariz. | 1,000 | 1,000 |
| KUOA | Siloam Springs, Ark. | 5,000 | .... |
| KHSL | Chico, Cal. | 1,000 | 1,000 |
| WTOC | Savannah, Ga. | 5,000 | 5,000 |
| KGVO | Missoula, Mont. | 5,000 | 1,000 |
| KOIL | Omaha, Neb. | 5,000 | 5,000 |
| WKNE | Keene, N. H. | 5,000 | 5,000 |
| WNBF | Binghamton, N. Y. | 5,000 | 5,000 |
| WHLD | Niagara Falls, N. Y. | 1,000 | .... |
| WHKY | Hickory, N. C. | 5,000 | 1,000 |
| WHIO | Dayton, O. | 5,000 | 5,000 |
| KRGV | Weslaco, Tex. | 1,000 | 1,000 |
| WFVA | Fredericksburg, Va. | 250 | .... |
| **1300 KC. REGIONAL** | | | |
| KVOR | Colorado Springs, Colo. | 1,000 | 1,000 |
| KGLO | Mason City, Ia. | 5,000 | 5,000 |
| WFBR | Baltimore, Md. | 5,000 | 5,000 |
| WOOD | Grand Rapids, Mich. | 5,000 | 5,000 |
| WJDX | Jackson, Miss. | 5,000 | 1,000 |
| KOL | Seattle, Wash. | 5,000 | 5,000 |
| **1310 KC. REGIONAL** | | | |
| KLS | Oakland, Cal. | 1,000 | 1,000 |
| WISH | Indianapolis, Ind. | 5,000 | 1,000 |
| WORC | Worcester, Mass. | 1,000 | 1,000 |
| KFBB | Great Falls, Mont. | 5,000 | 5,000 |
| WCAP | Asbury Park, N. J. | 500 | 500 |
| WCAM | Camden, N. J. | 500 | 500 |
| WTNJ | Trenton, N. J. | 500 | 500 |
| WDOD | Chattanooga, Tenn. | 5,000 | 5,000 |
| WRR | Dallas, Tex. | 5,000 | 5,000 |
| WIBA | Madison, Wis. | 5,000 | 5,000 |
| **1320 KC. REGIONAL** | | | |
| WATR | Waterbury, Conn. | 1,000 | 1,000 |
| WJHP | Jacksonville, Fla. | 250 | 250 |
| WEBC | Duluth, Minn. | 5,000 | 5,000 |
| WNBZ | Saranac Lake, N. Y. | 100 | .... |
| WJAS | Pittsburgh, Pa. | 5,000 | 5,000 |
| WNEL | San Juan, P. R. | 5,000 | 5,000 |
| KXYZ | Houston, Tex. | 5,000 | 5,000 |
| KDYL | Salt Lake City, Utah | 5,000 | 5,000 |
| **1330 KC. REGIONAL** | | | |
| KFAC | Los Angeles, Cal. | 1,000 | 1,000 |
| KFH | Wichita, Kan. | 5,000 | 5,000 |
| WLOL | Minneapolis, Minn. | 1,000 | 1,000 |
| WBBR | Brooklyn, N. Y. | 1,000 | 1,000 |
| WEVD | New York, N. Y. | 5,000 | 5,000 |
| WHAZ | Troy, N. Y. | 1,000 | 1,000 |
| WFIN | Findlay, O. | 1,000 | .... |
| KALE | Portland, Ore. | 5,000 | 5,000 |
| WFBC | Greenville, S. C. | 5,000 | 5,000 |
| WHBL | Sheboygan, Wis. | 1,000 | 250 |
| **1340 KC. LOCAL** | | | |
| KCRJ | Jerome, Ariz. | 250 | 250 |
| KWFC | Hot Springs, Ark. | 250 | 250 |
| KFRE | Fresno, Cal. | 250 | 250 |
| KHUB | Watsonville, Cal. | 250 | 250 |
| KMYR | Denver, Col. | 250 | 250 |
| WINX | Washington, D. C. | 250 | 250 |
| WLAK | Lakeland, Fla. | 250 | 250 |
| WWPG | Palm Beach, Fla. | 250 | 250 |
| WTAL | Tallahassee, Fla. | 250 | 250 |
| WGAU | Athens, Ga. | 250 | 250 |
| WGAA | Cedartown, Ga. | 250 | 250 |
| WDAK | Columbus, Ga. | 250 | 250 |
| WSAV | Savannah, Ga. | 250 | 250 |
| WSOY | Decatur, Ill. | 250 | 250 |
| WJPF | Herrin, Ill. | 250 | 250 |
| WCLS | Joliet, Ill. | 250 | 250 |
| WTRC | Elkhart, Ind. | 250 | 250 |
| WLBC | Muncie, Ind. | 250 | 250 |
| KROS | Clinton, Ia. | 250 | 250 |
| KCKN | Kansas City, Kan. | 250 | 250 |
| WCMI | Ashland, Ky. | 250 | 250 |
| WLBJ | Bowling Green, Ky. | 250 | 250 |
| KVOL | Lafayette, La. | 250 | 250 |
| KRMD | Shreveport, La. | 250 | 250 |
| WEIM | Fitchburg, Mass. | 250 | 250 |
| WNBH | New Bedford, Mass. | 250 | 250 |
| WBRK | Pittsfield, Mass. | 250 | 250 |
| WLAV | Grand Rapids, Mich. | 250 | 250 |
| WDMJ | Marquette, Mich. | 250 | 250 |
| WEXL | Royal Oak, Mich. | 250 | 250 |
| KVOX | Moorhead, Minn. | 250 | 250 |
| KROC | Rochester, Minn. | 250 | 250 |
| KWLM | Willmar, Minn. | 250 | 250 |
| WCBI | Columbus, Miss. | 250 | 250 |
| WJPR | Greenville, Miss. | 250 | 250 |
| WAML | Laurel, Miss. | 250 | 250 |
| KHMO | Hannibal, Mo. | 250 | 250 |
| KWOC | Poplar Bluff, Mo. | 250 | 250 |
| KGEZ | Kalispell, Mont. | 100 | 100 |
| KRJF | Miles City, Mont. | 250 | 250 |
| KGFW | Kearney, Neb. | 250 | 250 |
| WLNH | Laconia, N. H. | 250 | 250 |
| KVSF | Santa Fe, N. M. | 100 | 100 |
| WMBO | Auburn, N. Y. | 250 | 250 |
| WEBR | Buffalo, N. Y. | 250 | 250 |
| WALL | Middletown, N. Y. | 250 | 250 |
| WMFF | Plattsburg, N. Y. | 250 | 250 |
| WGTM | Wilson, N. C. | 250 | 250 |
| WAIR | Winston-Salem, N. C. | 250 | 250 |
| WIZE | Springfield, O. | 250 | 250 |
| WSTV | Steubenville, O. | 250 | 250 |
| KOCY | Oklahoma City, Okla. | 250 | 250 |
| KOME | Tulsa, Okla. | 250 | 250 |
| KBND | Bend, Ore. | 250 | 250 |
| KUIN | Grants Pass, Ore. | 250 | 250 |
| WFBG | Altoona, Pa. | 250 | 250 |
| WSAJ | Grove City, Pa. | 100 | 100 |
| WHAT | Philadelphia, Pa. | 100 | 100 |
| WTEL | Philadelphia, Pa. | 100 | 100 |
| WRAW | Reading, Pa. | 250 | 250 |
| WBRE | Wilkes-Barre, Pa. | 250 | 250 |
| WFIG | Sumter, S. C. | 250 | 250 |
| KAND | Corsicana, Tex. | 250 | 250 |
| KFYO | Lubbock, Tex. | 250 | 250 |
| KRBA | Lufkin, Tex. | 250 | 250 |
| KPDN | Pampa, Tex. | 100 | 100 |
| KVIC | Victoria, Tex. | 250 | 250 |
| KSUB | Cedar City, Utah | 100 | 100 |
| WKEY | Covington, Va. | 250 | 250 |
| WGH | Newport News, Va. | 250 | 250 |
| KXRO | Aberdeen, Wash. | 250 | 250 |
| WBRW | Welch, W. Va. | 250 | 250 |
| WEMP | Milwaukee, Wis. | 250 | 250 |
| WFHR | Wisconsin Rapids, Wis. | 250 | 250 |
| **1350 KC. REGIONAL** | | | |
| KSRO | Santa Rosa, Cal. | 1,000 | 1,000 |
| KGHF | Pueblo, Col. | 500 | 500 |
| KID | Idaho Falls, Ida. | 5,000 | 500 |
| KRNT | Des Moines, Ia. | 5,000 | 5,000 |
| WSMB | New Orleans, La. | 5,000 | 5,000 |
| WADC | Akron, O. | 5,000 | 5,000 |
| WORK | York, Pa. | 1,000 | 1,000 |
| **1360 KC. REGIONAL** | | | |
| KGB | San Diego, Cal. | 1,000 | 1,000 |
| WDRC | Hartford, Conn. | 5,000 | 5,000 |
| WKAT | Miami Beach, Fla. | 1,000 | 1,000 |
| KSCJ | Sioux City, Ia. | 5,000 | 5,000 |
| WSAI | Cincinnati, O. | 5,000 | 5,000 |
| KRIS | Corpus Christi, Tex. | 1,000 | 1,000 |
| KMO | Tacoma, Wash. | 5,000 | 5,000 |
| WTAQ | Green Bay, Wis. | 5,000 | 5,000 |
| **1370 KC. REGIONAL** | | | |
| WCOA | Pensacola, Fla. | 1,000 | 500 |
| KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| KGNO | Dodge City, Kan. | 1,000 | 250 |
| KGIR | Butte, Mont. | 5,000 | 5,000 |
| WFEA | Manchester, N. H. | 5,000 | 5,000 |
| WSAY | (CP) Rochester, N. Y. | *1,000 | *1,000 |
| WSPD | Toledo, O. | 5,000 | 5,000 |
| WPAB | Ponce, P. R. | 1,000 | 1,000 |
| KFRO | Longview, Tex. | 1,000 | 1,000 |

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# DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

[Continued from Page 456]

### 1380 KC. REGIONAL

| Call Letters | City | Day Power in Watts | Night Power in Watts |
|---|---|---|---|
| WTSP | St. Petersburg, Fla. | 1,000 | 500 |
| KIDO | Boise, Idaho | 2,500 | 1,000 |
| KWK | St. Louis, Mo. | 5,000 | 1,000 |
| WAWZ | Zarephath, N. J. | 5,000 | 1,000 |
| WBNX | New York | 5,000 | 5,000 |
| KBWD | Brownwood, Tex. | 1,000 | 500 |
| KTSM | El Paso, Tex. | 1,000 | 500 |
| WSYB | Rutland, Vt. | 1,000 | 1,000 |
| WMBG | Richmond, Va. | 5,000 | 5,000 |

### 1390 KC. REGIONAL

| Call Letters | City | Day Power in Watts | Night Power in Watts |
|---|---|---|---|
| KGER | Long Beach, Cal. | 5,000 | 5,000 |
| WGES | Chicago, Ill. | 5,000 | 5,000 |
| WQBC | Vicksburg, Miss. | 1,000 | .... |
| WFBL | Syracuse, N. Y. | 5,000 | 5,000 |
| KLPM | Minot, N. D. | 1,000 | 1,000 |
| KCRC | Enid, Okla. | 1,000 | 1,000 |
| KSLM | Salem, Ore. | 1,000 | 1,000 |
| WCSC | Charleston, S. C. | 1,000 | 500 |
| WTJS | Jackson, Tenn. | 1,000 | 1,000 |

### 1400 KC. LOCAL

| Call Letters | City | Day Power in Watts | Night Power in Watts |
|---|---|---|---|
| WJLD | Bessemer, Ala. | 250 | 250 |
| WMSL | Decatur, Ala. | 250 | 250 |
| WAGF | Dothan, Ala. | 250 | .... |
| WJHO | Opelika, Ala. | 250 | 100 |
| KTUC | Tucson, Ariz. | 250 | 250 |
| KELD | El Dorado, Ark. | 250 | 250 |
| KFPW | Ft. Smith, Ark. | 250 | 250 |
| KRE | Berkeley, Cal. | 250 | 250 |
| KIUP | Durango, Col. | 250 | 250 |
| KOKO | La Junta, Col. | 250 | 250 |
| WSRR | Stamford, Conn. | 250 | 250 |
| WMBR | Jacksonville, Fla. | 250 | 250 |
| WATL | Atlanta, Ga. | 250 | 250 |
| WMGA | Moultrie, Ga. | 250 | 250 |
| KRLC | Lewiston, Idaho | 250 | 250 |
| WDWS | Champaign, Ill. | 250 | 250 |
| WGIL | Galesburg, Ill. | 250 | 250 |
| WEOA | Evansville, Ind. | 250 | 250 |
| WKMO | Kokomo, Ind. | 250 | 250 |
| KVFD | Ft. Dodge, Ia. | 250 | 250 |
| KTSW | Emporia, Kan. | 250 | 250 |
| KVGB | Great Bend, Kan. | 250 | 250 |
| WGRC | Louisville, Ky. | 250 | 250 |
| WRDO | Augusta, Me. | 250 | 250 |
| WCBM | Baltimore, Md. | 250 | 250 |
| WHYN | Holyoke, Mass. | 250 | 250 |
| WLLH | Lowell, Mass. | 250 | 250 |
| WELL | Battle Creek, Mich. | 250 | 250 |
| WHDF | Calumet, Mich. | 250 | 250 |
| WJLB | Detroit, Mich. | 250 | 250 |
| WSAM | Saginaw, Mich. | 250 | 250 |
| WTCM | Traverse City, Mich. | 250 | 250 |
| WMIN | St. Paul, Minn. | 250 | 250 |
| WHLB | Virginia, Minn. | 250 | 250 |
| WFOR | Hattiesburg, Miss. | 250 | 250 |
| KFVS | Cape Girardeau, Mo. | 250 | 250 |
| KFRU | Columbia, Mo. | 250 | 250 |
| KTTS | Springfield, Mo. | 250 | 250 |
| KORN | Fremont, Neb. | 250 | 250 |
| KENO | Las Vegas, Nev. | 250 | 250 |
| KGFL | Roswell, N. M. | 100 | 100 |
| KTNM | Tucumcari, N. M. | 250 | 250 |
| WABY | Albany, N. Y. | 250 | 250 |
| WBNY | Buffalo, N. Y. | 250 | 250 |
| WSLB | Ogdensburg, N. Y. | 250 | 250 |
| WCNC | Elizabeth City, N. C. | 250 | 250 |
| WGBR | Goldsboro, N. C. | 250 | 250 |
| WMFD | Wilmington, N. C. | 250 | 250 |
| KSJB | Jamestown, N. D. | 250 | 250 |
| WMAN | Mansfield, O. | 250 | 250 |
| WPAY | Portsmouth, O. | 250 | 250 |
| WRRN | Warren, O. | 250 | 250 |
| KWON | Bartlesville, Okla. | 250 | 250 |
| KTOK | Oklahoma City, Okla. | 250 | 250 |
| WEST | Easton, Pa. | 250 | 250 |
| WJAC | Johnstown, Pa. | 250 | 250 |
| WDAS | Philadelphia, Pa. | 250 | 250 |
| WARM | Scranton, Pa. | 250 | 250 |
| WRAK | Williamsport, Pa. | 250 | 250 |
| WCOS | Columbia, S. C. | 250 | 250 |
| WORD | Spartanburg, S. C. | 250 | 250 |
| KOBH | Rapid City, S. D. | 250 | 250 |
| WDEF | Chattanooga, Tenn. | 250 | 250 |
| WJZM | Clarksville, Tenn. | 250 | 250 |
| WHUB | Cookeville, Tenn. | 250 | 250 |
| WKPT | Kingsport, Tenn. | 250 | 250 |
| WHBQ | Memphis, Tenn. | 250 | 250 |
| KLUF | Galveston, Tex. | 250 | 250 |
| KIUN | Pecos, Tex. | 100 | 100 |
| †KVOP | Plainview, Tex. | 250 | 250 |
| KGKL | San Angelo, Tex. | 250 | 250 |
| KONO | San Antonio, Tex. | 250 | 250 |
| KTEM | Temple, Tex. | 250 | 250 |
| WBTM | Danville, Va. | 250 | 250 |
| WINC | Winchester, Va. | 250 | 250 |
| KRKO | Everett, Wash. | 250 | 250 |
| KWLK | Longview, Wash. | 250 | 250 |
| WBLK | Clarksburg, W. Va. | 250 | 250 |
| WKWK | Wheeling, W. Va. | 250 | 250 |
| WBTH | Williamson, W. Va. | 250 | 250 |
| WATW | Ashland, Wis. | 100 | 100 |
| WRJN | Racine, Wis. | 250 | 250 |
| WSAU | Wausau, Wis. | 250 | 250 |
| KVRS | Rock Springs, Wyo. | 250 | 250 |
| KWYO | Sheridan, Wyo. | 250 | 250 |

### 1410 KC. REGIONAL

| Call Letters | City | Day Power in Watts | Night Power in Watts |
|---|---|---|---|
| WALA | Mobile, Ala. | 5,000 | 5,000 |
| KERN | Bakersfield, Cal. | 1,000 | 1,000 |
| WNBC | Hartford, Conn. | 5,000 | 5,000 |
| WEGO | Concord, N. C. | 1,000 | .... |
| WING | Dayton, O. | 5,000 | 5,000 |
| KQV | Pittsburgh, Pa. | 1,000 | 1,000 |
| WKBH | La Crosse, Wis. | 1,000 | 1,000 |

### 1420 KC. REGIONAL

| Call Letters | City | Day Power in Watts | Night Power in Watts |
|---|---|---|---|
| WOC | Davenport, Ia. | 5,000 | 5,000 |
| WHK | Cleveland, O. | 5,000 | 5,000 |
| WPRP | Ponce, P. R. | 250 | 250 |
| WFCI | Pawtucket, R. I. | 1,000 | 1,000 |
| KABR | Aberdeen, S. D. | 5,000 | 5,000 |
| WWSR | St. Albans, Vt. | 1,000 | .... |
| KUJ | Walla Walla, Wash. | 1,000 | 1,000 |

### 1430 KC. REGIONAL

| Call Letters | City | Day Power in Watts | Night Power in Watts |
|---|---|---|---|
| KARM | Fresno, Cal. | 5,000 | 5,000 |
| KWKW | Pasadena, Cal. | 1,000 | .... |
| WIRE | Indianapolis, Ind. | 5,000 | 5,000 |
| WBYN | Brooklyn, N. Y. | 1,000 | 500 |
| KTUL | Tulsa, Okla. | 5,000 | 5,000 |
| KLO | Ogden, Utah | 5,000 | 5,000 |

### 1440 KC. REGIONAL

| Call Letters | City | Day Power in Watts | Night Power in Watts |
|---|---|---|---|
| WSFA | Montgomery, Ala. | 1,000 | 500 |
| KPRO | Riverside, Cal. | 1,000 | 1,000 |
| WROK | Rockford, Ill. | 1,000 | 500 |
| WAAB | Worcester, Mass. | 5,000 | 5,000 |
| WBCM | Bay City, Mich. | 1,000 | 500 |
| KFJM | Grand Forks, N. D. | 1,000 | 500 |
| KILO | Grand Forks, N. D. | 1,000 | 500 |
| KMED | Medford, Ore. | 1,000 | 1,000 |
| KGNC | Amarillo, Tex. | 5,000 | 1,000 |
| WHIS | Bluefield, W. Va. | 1,000 | 500 |

### 1450 KC. LOCAL

| Call Letters | City | Day Power in Watts | Night Power in Watts |
|---|---|---|---|
| WHMA | Anniston, Ala. | 250 | 250 |
| WLAY | Muscle Shoals City, Ala. | 250 | 250 |
| KGLU | Safford, Ariz. | 250 | 250 |
| KMYC | Marysville, Cal. | 250 | 250 |
| KFMB | San Diego, Cal. | 250 | 250 |
| KSAN | San Francisco | 250 | 250 |
| KGIW | Alamosa, Col. | 250 | 250 |
| WNAB | Bridgeport, Conn. | 250 | 250 |
| WILM | Wilmington, Del. | 250 | 250 |
| WWDC | Washington, D. C. | 250 | 250 |
| WMFJ | Daytona Beach, Fla. | 250 | 250 |
| WSPB | Sarasota, Fla. | 250 | 250 |
| WGPC | Albany, Ga. | 250 | 250 |
| WKEU | Griffin, Ga. | 100 | 100 |
| WRLC | Toccoa, Ga. | 250 | 250 |
| WGOV | Valdosta, Ga. | 250 | 250 |
| KWAL | Wallace, Ida. | 250 | 250 |
| WHFC | Cicero, Ill. | 250 | 250 |
| WCBS | Springfield, Ill. | 250 | 250 |
| WGL | Ft. Wayne, Ind. | 250 | 250 |
| WASK | Lafayette, Ind. | 250 | 250 |
| WAOV | Vincennes, Ind. | 250 | 250 |
| KTRI | Sioux City, Ia. | 250 | 250 |
| KVAK | Atchison, Kan. | 250 | 250 |
| KWBW | Hutchinson, Kan. | 250 | 250 |
| WHLN | Harlan, Ky. | 250 | 250 |
| WLAP | Lexington, Ky. | 250 | 250 |
| WPAD | Paducah, Ky. | 250 | 250 |
| WNOE | New Orleans, La. | 250 | 250 |
| WAGM | Presque Isle, Me. | 100 | 100 |
| WTBO | Cumberland, Md. | 250 | 250 |
| WMAS | Springfield, Mass. | 250 | 250 |

### 1450 KC. LOCAL—(Continued)

| Call Letters | City | Day Power in Watts | Night Power in Watts |
|---|---|---|---|
| WJMS | Ironwood, Mich. | 250 | 250 |
| WIBM | Jackson, Mich. | 250 | 250 |
| WHLS | Port Huron, Mich. | 250 | 250 |
| KATE | Albert Lea, Minn. | 250 | 250 |
| KFAM | St. Cloud, Minn. | 250 | 250 |
| WSLI | Jackson, Miss. | 250 | 250 |
| WMBH | Joplin, Mo. | 250 | 250 |
| KRBM | Bozeman, Mont. | 250 | 250 |
| WFPG | Atlantic City, N. J. | 250 | 250 |
| WHDL | Allegany, N. Y. | 250 | 250 |
| WKIP | Poughkeepsie, N. Y. | 250 | 250 |
| WFNC | Fayetteville, N. C. | 250 | 250 |
| WGNC | Gastonia, N. C. | 250 | 250 |
| WHIT | New Bern, N. C. | 250 | 250 |
| WEED | Rocky Mount, N. C. | 250 | 250 |
| WFMJ | Youngstown, O. | 250 | 250 |
| KGFF | Shawnee, Okla. | 250 | 250 |
| KORE | Eugene, Ore. | 250 | 250 |
| KLBM | La Grande, Ore. | 250 | 250 |
| KBPS | Portland, Ore. | 100 | 100 |
| WLEU | Erie, Pa. | 250 | 250 |
| WAZL | Hazleton, Pa. | 250 | 250 |
| WJPA | Washington, Pa. | 250 | 250 |
| WCRS | Greenwood, S. C. | 250 | 250 |
| KRBC | Abilene, Tex. | 250 | 250 |
| KRIC | Beaumont, Tex. | 250 | 250 |
| KDNT | Denton, Tex. | 100 | 100 |
| KNET | Palestine, Tex. | 100 | .... |
| KABC | San Antonio, Tex. | 250 | 250 |
| KCMC | Texarkana, Tex. (CP 1230 kc.) | 250 | 250 |
| WACO | Waco, Tex. | 250 | 250 |
| KEUB | Price, Utah | 250 | 250 |
| WCHV | Charlottesville, Va. | 250 | 250 |
| WMVA | Martinsville, Va. | 250 | 250 |
| WLPM | Suffolk, Va. | 250 | 250 |
| WPAR | Parkersburg, W. Va. | 250 | 250 |
| KFIZ | Fond du Lac, Wis. | 250 | 250 |
| †WARW | Clarksdale, Miss. | 250 | 250 |

### 1460 KC. REGIONAL

| Call Letters | City | Day Power in Watts | Night Power in Watts |
|---|---|---|---|
| KINY | Juneau, Alaska | 5,000 | 5,000 |
| KSO | Des Moines, Ia. | 5,000 | 5,000 |
| WOKO | Albany, N. Y. | 1,000 | 500 |
| WHEC | Rochester, N. Y. | 1,000 | 500 |
| WBNS | Columbus, O. | 5,000 | 1,000 |
| WHP | Harrisburg, Pa. | 5,000 | 1,000 |
| WMPS | Memphis, Tenn. | 1,000 | 500 |
| KEVE | Everett, Wash. | 500 | 500 |

### 1470 KC. REGIONAL

| Call Letters | City | Day Power in Watts | Night Power in Watts |
|---|---|---|---|
| WMBD | Peoria, Ill. | 5,000 | 1,000 |
| WBIG | Greensboro, N. C. | 5,000 | 5,000 |
| WCBA | Allentown, Pa. | 500 | 500 |
| WSAN | Allentown, Pa. | 500 | 500 |
| KELA | Centralia, Wash. | 1,000 | 1,000 |
| KDFN | Casper, Wyo. | 1,000 | 1,000 |

### 1480 KC. REGIONAL

| Call Letters | City | Day Power in Watts | Night Power in Watts |
|---|---|---|---|
| KIEM | Eureka, Cal. | 1,000 | 1,000 |
| WRDW | Augusta, Ga. | 5,000 | 5,000 |
| KTBS | Shreveport, La. | 1,000 | 1,000 |
| WSAR | Fall River, Mass. | 1,000 | 1,000 |
| KCMO | Kansas City, Mo. | 5,000 | 5,000 |
| KGCX | Sidney, Mont. | 1,000 | 1,000 |
| WHOM | Jersey City, N. J. | 1,000 | 500 |
| WHBC | (CP)Canton, O. | *1,000 | *1,000 |
| WGAR | Cleveland, O. | 5,000 | 1,000 |
|  | (CP 1220 kc.) | 5,000 | *5,000 |

HERE IS THE KEY

It opens the door to a market that is bulging with consumer dollars.

Here is the Reason! KFXM covers the San Bernardino Valley . . . with its tremendous Defense Projects, its great agricultural production.

MUTUAL-DON LEE ★★★ JOHN BLAIR CO., REP.

KFXM

SAN BERNARDINO, CALIFORNIA

### 1490 KC. LOCAL

| Call Letters | City | Day Power in Watts | Night Power in Watts |
|---|---|---|---|
| WHBB | Selma, Ala. | 100 | 100 |
| KYCA | Prescott, Ariz. | 250 | 250 |
| KFFA | Helena, Ark. | 250 | 250 |
| KOTN | Pine Bluff, Ark. | 250 | 250 |
| KXO | El Centro, Cal. | 100 | 100 |
| KYOS | Merced, Cal. | 250 | 250 |
| KVOE | Santa Ana, Cal. | 250 | 250 |
| KDB | Santa Barbara, Cal. | 250 | 250 |
| WNLC | New London, Conn. | 250 | 250 |
| WTMC | Ocala, Fla. | 250 | 250 |
| WMOG | Brunswick, Ga. | 250 | 100 |
| WMJM | Cordele, Ga. | 250 | 100 |
| WRGA | Rome, Ga. | 250 | 250 |
| KTOH | Lihue, Hawaii | 250 | 250 |
| WKRO | Cairo, Ill. | 250 | 250 |
| WDAN | Danville, Ill. | 250 | 250 |
| WTMV | East St. Louis, Ill. | 250 | 250 |
| WKBV | Richmond, Ind. | 100 | 100 |
| KBUR | Burlington, Ia. | 250 | 250 |
| WKBB | Dubuque, Ia. | 250 | 250 |
| WOMI | Owensboro, Ky. | 250 | 250 |
| KPLC | Lake Charles, La. | 250 | 250 |
| WJBK | Detroit, Mich. | 250 | 250 |
| WDBC | Escanaba, Mich. | 250 | 250 |
| WKBZ | Muskegon, Mich. | 250 | 250 |
| WMIS | Natchez, Miss. | 250 | 250 |
| KDRO | Sedalia, Mo. | 250 | 250 |
| KBON | Omaha, Neb. | 250 | 250 |
| KGKY | Scottsbluff, Neb. | 250 | 250 |
| WBAB | Atlantic City, N. J. | 250 | 250 |
| KWEW | Hobbs, N. M. | 100 | 100 |
| WBTA | Batavia, N. Y. | 250 | 250 |
| WKNY | Kingston, N. Y. | 250 | 250 |
| WOLF | Syracuse, N. Y. | 250 | 250 |
| WDNC | Durham, N. C. | 250 | 250 |
| WGTC | Greenville, N. C. | 250 | 250 |
| WSTP | Salisbury, N. C. | 250 | 250 |
| KOVC | Valley City, N. D. | 250 | 250 |
| WMRN | Marion, O. | 250 | 250 |
| KBIX | Muskogee, Okla. | 250 | 250 |
| KBKR | Baker, Ore. | 250 | 250 |
| KRNR | Roseburg, Ore. | 250 | 250 |
| WERC | Erie, Pa. | 250 | 250 |
| WGAL | Lancaster, Pa. | 250 | 250 |
| WMRF | Lewiston, Pa. | 250 | 250 |
| WWSW | Pittsburgh, Pa. | 250 | 250 |
| WMRC | Greenville, S. C. | 250 | 250 |
| WOPI | Bristol, Tenn. | 250 | 250 |
| KNOW | Austin, Tex. | 250 | 250 |
| KBST | Big Spring, Tex. | 100 | 100 |
| KNEL | Brady, Tex. | 250 | 100 |
| KEEW | Brownsville, Tex. | 250 | 100 |
| KEYS | Corpus Christi, Tex. | 250 | 250 |
| KSAM | Huntsville, Tex. | 250 | .... |
| KPAB | Laredo, Tex. | 250 | 250 |
| KPLT | Paris, Tex. | 250 | 250 |
| KGKB | Tyler, Tex. | 250 | 250 |
| KVWC | Vernon, Tex. | 250 | 250 |
| WSAP | Portsmouth, Va. | 250 | 250 |
| KTBI | Tacoma, Wash. | 250 | 250 |
| WGKV | Charleston, W. Va. | 100 | 100 |
| WIGM | Medford, Wis. | 250 | 250 |
| WOSH | Oshkosh, Wis. | 250 | 250 |

### 1500 KC. CLEAR

| Call Letters | City | Day Power in Watts | Night Power in Watts |
|---|---|---|---|
| WTOP | Washington, D. C. | 50,000 | 50,000 |
| KSTP | St. Paul, Minn. | 50,000 | 50,000 |

### 1510 KC. CLEAR

| Call Letters | City | Day Power in Watts | Night Power in Watts |
|---|---|---|---|
| WMEX | Boston, Mass. | 5,000 | 5,000 |
| WLAC | Nashville, Tenn. | 50,000 | 50,000 |
| KGA | Spokane, Wash. | 10,000 | 10,000 |

### 1520 KC. CLEAR

| Call Letters | City | Day Power in Watts | Night Power in Watts |
|---|---|---|---|
| WKBW | Buffalo, N. Y. | 50,000 | 50,000 |
| KOMA | Oklahoma City, Okla. | 5,000 | 5,000 |

### 1530 KC. CLEAR

| Call Letters | City | Day Power in Watts | Night Power in Watts |
|---|---|---|---|
| KFBK | Sacramento, Cal. | 10,000 | 10,000 |
| WCKY | Cincinnati, O. | 50,000 | 50,000 |

### 1540 KC. CLEAR

| Call Letters | City | Day Power in Watts | Night Power in Watts |
|---|---|---|---|
| KXEL | Waterloo, Ia. | 50,000 | 50,000 |

### 1550 KC. CLEAR

### 1560 KC. CLEAR

| Call Letters | City | Day Power in Watts | Night Power in Watts |
|---|---|---|---|
| KPMC | Bakersfield, Cal. | 1,000 | 1,000 |
| WQXR | New York | 10,000 | 10,000 |

### 1570 KC. CLEAR

### 1580 KC. CLEAR

### 1590 KC. REGIONAL

| Call Letters | City | Day Power in Watts | Night Power in Watts |
|---|---|---|---|
| WBRY | Waterbury, Conn. | 1,000 | 1,000 |
| WALB | Albany, Ga. | 1,000 | 1,000 |
| WAKR | Akron, O. | 5,000 | 5,000 |

### 1600 KC. REGIONAL

| Call Letters | City | Day Power in Watts | Night Power in Watts |
|---|---|---|---|
| WWRL | Woodside. N. Y, | 250 | 250 |

# DIRECTORY OF CANADIAN BROADCAST STATIONS BY FREQUENCIES

*Licensed or Authorized by the Canadian Department of Transport as of January 1, 1944*

** Construction permit for new station. N—Night power. D—Day power. DA—Directional antenna.*

| Call Letters | Location | Power in Watts |
|---|---|---|
| **540 KILOCYCLES** | | |
| CBK | Watrous, Sask. | 50,000 |
| **550 KILOCYCLES** | | |
| CFNB | Fredericton, N. B. | 1,000 |
| **560 KILOCYCLES** | | |
| CJKL | Kirkland Lake, Ont. | 1,000 |
| **580 KILOCYCLES** | | |
| CJFX | Antigonish, N.S. (DA) | 1,000 |
| CKUA | Edmonton, Alta. | 1,000 |
| CKPR | Fort William, Ont. | 1,000 |
| CKCL | Toronto, Ont. (DA) | 1,000 |
| **600 KILOCYCLES** | | |
| CJOR | Vancouver, B. C. | 1,000 |
| CFQC | Saskatoon, Sask. | 1,000 |
| CFCF | Montreal, Que. | 500 |
| CFCH | North Bay, Ont. | 100 |
| **610 KILOCYCLES** | | |
| CJAT | Trail, B. C. | 1,000 |
| CHNC | New Carlisle, Que. | 1,000 |
| **620 KILOCYCLES** | | |
| CKCK | Regina, Sask. | 1,000 |
| **630 KILOCYCLES** | | |
| CFCY | Charlottetown, P.E.I. | 1,000 |
| CFCO | Chatham, Ont. | 100 |
| CKOV | Kelowna, B. C. | 1,000 |
| CKRC | Winnipeg, Man. | 1,000 |
| **690 KILOCYCLES** | | |
| CBF | Montreal, Que. | 50,000 |
| **730 KILOCYCLES** | | |
| CKAC | Montreal, Que. | 5,000 |
| **740 KILOCYCLES** | | |
| CBL | Toronto, Ont. | 50,000 |
| **790 KILOCYCLES** | | |
| CKSO | Sudbury, Ont. | 1,000 |
| **800 KILOCYCLES** | | |
| CHAB | Moose Jaw, Sask. | 1,000 |
| CKLW | Windsor, Ont. | 5,000 |
| CHRC | Quebec, Que. (DA) | 1,000 |
| **860 KILOCYCLES** | | |
| CFRB | Toronto, Ont. | 10,000 |
| **900 KILOCYCLES** | | |
| CJBR | Rimouski, Que. | 1,000 |
| CHML | Hamilton, Ont. (DA) | 1.000 |
| CKBI | Prince Albert, Man. | 1,000 |
| **910 KILOCYCLES** | | |
| CBO | Ottawa, Ont. | 1,000 |
| CFJC | Kamloops, B. C. | 1,000 |
| **920 KILOCYCLES** | | |
| CKNX | Wingham, Ont. (DA) | 1,000 |
| **930 KILOCYCLES** | | |
| CJCA | Edmonton, Alta. | 1,000 |
| **940 KILOCYCLES** | | |
| CBM | Montreal, Que. | 5,000 |
| **950 KILOCYCLES** | | |
| CKNB | Campbellton, N.B. (DA) | 1,000 |
| **960 KILOCYCLES** | | |
| CFAC | Calgary, Alta. | 1,000 |
| CHNS | Halifax, N. S. | 1,000 |
| CKWS | Kingston, Ont. (DA) | 1,000 |
| **980 KILOCYCLES** | | |
| CKRM | Regina, Sask. | 1,000 |
| CBV | Quebec, Que. | 1,000 |
| CKWX | Vancouver, B. C. | 1,000 |
| **990 KILOCYCLES** | | |
| CKY | Winnipeg, Man. | 15,000 |
| **1010 KILOCYCLES** | | |
| CFCN | Calgary, Alta. | 10,000 |
| CJBC | Toronto, Ont. (DA) | 1,000 |
| **1060 KILOCYCLES** | | |
| CJOC | Lethbridge, Alta. | 1,000 |
| **1070 KILOCYCLES** | | |
| CBA | Sackville, N. B. | 50,000 |
| **1130 KILOCYCLES** | | |
| CBR | Vancouver, B. C. | 5,000 |
| **1150 KILOCYCLES** | | |
| CKX | Brandon, Man. | 1,000 |
| CKOC | Hamilton, Ont. | N-500<br>D-1,000 |
| CHSJ | St. John, N. B. | 1,000 |
| **1220 KILOCYCLES** | | |
| CJRL | Kenora, Ont. | 1,000 |
| **1230 KILOCYCLES** | | |
| CFAR | Flin Flon, Man. | 250 |
| CJCJ | Calgary, Alta. | 100 |
| CHGB | Ste. Anne de la Pocatiere, Que. | 250 |
| CKVD | Val d'Or, Que. | 100 |
| **1240 KILOCYCLES** | | |
| CKLN | Nelson, B. C. | 250 |
| CFPR | Prince Rupert, B. C. | 50 |
| CJCS | Stratford, Ont. | 50 |
| CKCH | Hull, Que. | 250 |
| CHLT | Sherbrooke, Que. | 250 |
| **1260 KILOCYCLES** | | |
| CFRN | Edmonton, Alta. | 1,000 |
| **1270 KILOCYCLES** | | |
| CJCB | Sydney, N. S. | 1,000 |
| **1310 KILOCYCLES** | | |
| CKCO | Ottawa, Ont. (DA) | 1,000 |
| **1340 KILOCYCLES** | | |
| CHAD | Amos, Que. | 250 |
| CKCV | Quebec, Que. | 100 |
| CJLS | Yarmouth, N. S. | 100 |
| CFGP | Grande Prairie, Alta. | 250 |
| CHWK | Chilliwack, B. C. | 100 |
| CHOV | Pembroke, Ont. | 250 |
| **1380 KILOCYCLES** | | |
| CKPC | Brantford, Ont. | 100 |
| **1400 KILOCYCLES** | | |
| CKRN | Rouyn, Que. | 250 |
| CKCW | Moncton, N. B. | 250 |
| CFOS | Owen Sound, Ont. | 250 |
| **1410 KILOCYCLES** | | |
| CKMO | Vancouver, B. C. | 100 |
| **1430 KILOCYCLES** | | |
| CHEX | Peterborough, Ont. | 1,000 |
| **1450 KILOCYCLES** | | |
| CFBR | Brockville, Ont. | 100 |
| CHLN | Three Rivers, Que. | 100 |
| CHPS | Parry Sound, Ont. | 250 |
| **1460 KILOCYCLES** | | |
| CJGX | Yorkton, Sask. | 1,000 |
| **1470 KILOCYCLES** | | |
| CKGB | Timmins, Ont. | 1,000 |
| **1480 KILOCYCLES** | | |
| CJVI | Victoria, B. C. | 500 |
| CHGS | Summerside, P. E. I. | 100 |
| **1490 KILOCYCLES** | | |
| *CJMH | Medicine Hat, Alta. | 100 |
| CKCR | Kitchener, Ont. | 250 |
| CFRC | Kingston, Ont. | 100 |
| CHLP | Montreal, Que. | 250 |
| CJIC | Sault Ste. Marie, Ont. | 250 |
| **1550 KILOCYCLES** | | |
| CKTB | St. Catherines, Ont. | 1,000 |
| **1570 KILOCYCLES** | | |
| CFPL | London, Ont. (DA) | 1,000 |
| **1580 KILOCYCLES** | | |
| CBJ | Chicoutimi, Que. | 1,000 |

# DIRECTORY OF CANADIAN BROADCAST STATIONS BY CALL LETTERS

CBA........Sackville, N. B.
CBF.........Montreal, Que.
CBJ........Chicoutimi, Que.
CBK.........Watrous, Sask.
CBL..........Toronto, Ont.
CBM.........Montreal, Que.
CBO...........Ottawa, Ont.
CBR.......Vancouver, B. C.
CBV...........Quebec, Que.
CFAC.........Calgary, Alta.
CFAR.......Flin Flon, Man.
CFBR.......Brockville, Ont.
CFCF........Montreal, Que.
CFCH......North Bay, Ont.
CFCN.........Calgary, Alta.
CFCO........Chatham, Ont.
CFCY..Charlottetown, P.E.I.
CFGP..Grande Prairie, Alta.
CFJC.......Kamloops, B. C.
CFNB.....Fredericton, N. B.
CFOS......Owen Sound, Ont.
CFPL..........London, Ont.
CFPR..Prince Rupert, B. C.
CFQC.......Saskatoon, Sask.
CFRB.........Toronto, Ont.
CFRC........Kingston, Ont.
CFRN......Edmonton, Alta.
CHAB......Moose Jaw, Sask.
CHAD...........Amos, Que.
CHEX....Peterborough, Ont.
CHGB........St. Anne de la Pocatiere, Que.
CHGS....Summerside, P.E.I.
CHLN....Three Rivers, Que.
CHLP........Montreal, Que.
CHLT......Sherbrooke, Que.
CHML.......Hamilton, Ont.
CHNC....New Carlisle, Que.
CHNS.........Halifax, N. S.
CHOV.......Pembroke, Ont.
CHPS.....Parry Sound, Ont.
CHRC.........Quebec, Que.
CHSJ........St. John, N. B.
CHWK.....Chilliwack, B. C.
CJAT...........Trail, B. C.
CJBC..........Toronto, Ont.
CJBR........Rimouski, Que.
CJCA.......Edmonton, Alta.
CJCB.........Sydney, N. S.
CJCJ.........Calgary, Alta.
CJCS.........Stratford, Ont.
CJFX......Antigonish, N. S.
CJGX........Yorkton, Sask.
CJIC..Sault Ste. Marie, Ont.
CJKL...Kirkland Lake, Ont.
CJLS.......Yarmouth, N. S.
*CJMH..Medicine Hat, Alta.
CJOC......Lethbridge, Alta.
CJOR......Vancouver, B. C.
CJRL..........Kenora, Ont.
CJVI..........Victoria, B. C.
CKAC........Montreal, Que.
CKBI....Prince Albert, Sask.
CKCH............Hull, Que.
CKCK.........Regina, Sask.
CKCL.........Toronto, Ont.
CKCO.........Ottawa, Ont.
CKCR.......Kitchener, Ont.
CKCV.........Quebec, Que.
CKCW......Moncton, N. B.
CKGB........Timmins, Ont.
CKLN.........Nelson, B. C.
CKLW........Windsor, Ont.
CKMO.....Vancouver, B. C.
CKNB...Campbellton, N. B.
CKNX.......Wingham, Ont.
CKOC.......Hamilton, Ont.
CKOV.......Kelowna, B. C.
CKPC.......Brantford, Ont.
CKPR.....Port Arthur, Ont.
CKRC.......Winnipeg, Man.
CKRM.........Regina, Sask.
CKRN.........Rouyn, Que.
CKSO.........Sudbury, Ont.
CKTB...St. Catharines, Ont.
CKUA......Edmonton, Alta.
CKVD........Val d'Or, Que
CKWS........Kingston, Ont.
CKWX.....Vancouver, B. C.
CKX.........Brandon, Man.
CKY.......Winnipeg, Man.

**SHORTWAVE**

CBFW......Montreal, Que.
CBFX.......Montreal, Que.
CBFY.......Montreal, Que.
CBFZ.......Montreal, Que.
CBRX....Vancouver, B. C.
CFCX.......Montreal, Que.
CJCX........Sydney, N. S.
CFRX........Toronto, Ont.
CFVP........Calgary, Alta.
CHNX.......Halifax, N. S.
CKFX.....Vancouver, B. C.
CKRO......Winnipeg, Man.
CKRX.....Winnipeg, Man.

Paul F. Godley

Consulting Radio Engineer

Phone:
Montclair (N. J.) 2-7859

# International Broadcasting Stations of the United States and Canada

**Authorized by FCC as of January 1, 1944**

Note: Under wartime arrangements made in October-November, 1942, these U. S. shortwave stations are leased by the licensees to the Government, and are programmed by the Office of War Information and the Coordinator of Inter-American Affairs. Other shortwave radiophone stations are also used in their special networks, the complete setup of which is necessarily withheld. Also unannounced are the changes of frequency often required. Rules governing these licenses were suspended or altered, including suspension of the normal license term of one year.

| Call Letters | Licensee and Transmitter Location | Frequency in mc. | Power in Watts |
|---|---|---|---|
| KWID | The Associated Broadcasters Inc.<br>San Francisco, Cal. | 6.06, 7.23,<br>9.57, 11.87,<br>15.29, 17.76,<br>21.61, | 100,000 |
| KWIX | Associated Broadcasters Inc.<br>San Francisco, Cal. | 6.06, 7.23,<br>9.57, 11.87,<br>15.29, 17.76,<br>21.61 | 50,000 |
| †WCBN | Columbia Broadcasting System Inc.<br>Brentwood, L. I., New York | 6.12, 6.17,<br>9.65, 11.83,<br>15.27, 17.83,<br>21.52, 21.57, | 50,000 |
| WCBX | Columbia Broadcasting System Inc.<br>Brentwood, L. I., New York | 6.06, 6.12,<br>6.17, 9.65,<br>11.83, 15.27,<br>17.83, 21.52,<br>21.57<br>SA- 9.49<br>SA- 9.59<br>SA-15.267 in lieu of 15.27 | 50,000 |
| WCDA | Columbia Broadcasting System Inc.<br>Brentwood, L. I., New York | 6.06, 6.12,<br>6.17, 9.65,<br>11.83, 15.27,<br>17.83, 21.52,<br>21.57<br>SA- 9.49<br>SA- 9.59<br>SA-15.267 in lieu of 15.27 | 10,000 |
| WCRC | Columbia Broadcasting System Inc.<br>Brentwood, L. I., New York | 6.06, 6.12,<br>6.17, 9.65,<br>11.83, 15.27,<br>17.83, 21.52,<br>21.57<br>SA- 9.49<br>SA- 9.59<br>SA-15.267 in lieu of 15.27 | 50,000 |
| †WOOC | Columbia Broadcasting System Inc.<br>Wayne, N. J. | 6.12, 6.17,<br>9.65, 11.83,<br>15.27, 17.83,<br>21.52, 21.57, | 50,000 |
| †WOOW | Columbia Broadcasting System Inc.<br>Wayne, N. J. | 6.12, 6.17,<br>9.65, 11.83,<br>15.27, 17.83,<br>21.52, 21.57, | 50,000 |
| WLWK | The Crosley Corp.<br>Mason, O. | 6.08, 9.59,<br>11.71, 15.25,<br>17.8, 21.65, | 50,000 |
| †WLWL | The Crosley Corp.<br>Mason, O. | 6.08, 9.59,<br>11.71, 15.25,<br>17.8, 21.65, | 200,000 |
| WLWO | The Crosley Corp.<br>Mason, O. | 6.08, 9.59,<br>11.71, 15.25,<br>17.8, 21.65, | 75,000 |
| †WLWR | The Crosley Corp.<br>Mason, O. | 6.08, 9.59,<br>11.71, 15.25,<br>17.8, 21.65, | 200,000 |
| †WLWS | The Crosley Corp.<br>Mason, O. | 6.08, 9.59,<br>11.71, 15.25,<br>17.8, 21.65, | 200.000 |
| KGEI | General Electric Co.<br>Near Belmont, Cal. | 6.19, 7.25,<br>9.53, 9.55,<br>11.73, 15.21,<br>15.33 | 50,000 |
| WGEA | General Electric Co.<br>So. Schenectady, N. Y. | 6.19, 7,<br>9.55, 11.8475,<br>15.33, 21.5,<br>21.59<br>SA- 9.53 | 50,000 |
| WGEO | General Electric Co.<br>So. Schenectady, N. Y. | 6.19, 7,<br>9.53, 11.8475,<br>15.33 | 100,000 |
| †WGEX | General Electric Co.<br>So. Schenectady, N. Y. | ...... ...... | 25,000 |
| WNBI | National Broadcasting Co. Inc.<br>Bound Brook, N. J. | 6.1, 9.67,<br>11.89, 15.15,<br>15.19, 17.78,<br>21.63<br>SA-11.893 | 50,000<br>(100,000<br>on 9.67) |
| †WNRA | National Broadcasting Co. Inc.<br>Bound Brook, N. J. | 6.1, 9.67,<br>11.89, 15.15,<br>15.19, 21.63, | 50,000 |
| †WNRE | National Broadcasting Co. Inc.<br>Bound Brook, N. J. | 6.1, 9.67,<br>11.89, 15.15,<br>15.19, 21.63, | 50,000 |
| †WNRI | National Broadcasting Co. Inc.<br>Bound Brook, N. J. | 6.1, 9.67,<br>11.89, 15.15,<br>15.19, 21.63, | 50,000 |
| †WNRX | National Broadcasting Co. Inc.<br>Bound Brook, N. J. | 6.1, 9.67,<br>11.89, 15.15,<br>15.19, 21.63, | 50,000 |
| WRCA | National Broadcasting Co. Inc.<br>Bound Brook, N. J. | 6.1, 9.67,<br>11.89, 15.15,<br>15.19, 17.78,<br>21.63<br>SA-11.893 | 50,000<br>(100,000<br>on 9.67) |
| WBOS | Westinghouse Radio Stations Inc.<br>Hull, Mass. | 6.14, 9.57,<br>11.87, 15.21,<br>17.78, 21.54, | 50,000 |
| WRUA | World Wide Broadcasting Corp.<br>Scituate, Mass. | 6.04, 9.7,<br>11.73, 15.35,<br>17.75, 21.46, | 50,000 |
| WRUL | World Wide Broadcasting Corp.<br>Scituate, Mass. | 6.04, 11.73,<br>11.79, 15.13,<br>15.35, 17.75,<br>21.46 | 50,000 |
| WRUS | World Wide Broadcasting Corp.<br>Scituate, Mass. | 6.04, 9.7, 11.73,<br>15.35, 17.75, 21.46 | 50,000 |
| WRUW | World Wide Broadcasting Corp.<br>Scituate, Mass. | 9.7, 11.73,<br>11.79, 15.13,<br>15.35, 17.75,<br>25.6 | 20,000 |
| WRUX | World Wide Broadcasting Corp.<br>Scituate, Mass. | 6.04, | 7,000 |

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† Construction permit.
SA-Special Authorization.

## CANADA

| Call Letters | Licensee and Transmitter Location | Frequency in mc. | Power in Watts |
|---|---|---|---|
| CFCX | Canadian Marconi Co., Montreal<br>Montreal, Que. | 60.05 | 75 |
| CFRX | Rogers Radio Broadcasting Co. Ltd., Toronto<br>Township of King, Ont. | 60.7 | 1,000 |
| CFVP | Voice of the Prairies Ltd., Calgary, Alta.<br>Strathmore, Alta. | 60.3 | 100 |
| CHNX | Maritime Broadcasting Co. Ltd., Halifax, N. S.<br>Bedford, N. S. | 61.3 | 500 |
| CJCX | Eastern Broadcasters Ltd., Sydney, N. S.<br>South Bar Road near Sydney, N. S. | 60.1 | 1,000 |
| CKRO | Transcanada Communications Ltd., Winnipeg, Man.<br>Middlechurch, Man. | 61.5 | 2,000 |
| CKRX | Transcanada Communications Ltd., Winnipeg, Man.<br>Middlechurch, Man. | 117.2 | 2,000 |
| CKFX | Standard Broadcasting Co. Ltd., Vancouver, B. C.<br>Lulu Island, B. C. | 60.8 | 10 |
| CBFW | Canadian Broadcasting Corp., Montreal<br>Veicheres, Que. | 60.9 | 7,500 |
| CBFX | Canadian Broadcasting Corp., Montreal<br>Veicheres, Que. | 96.3 | 7,500 |
| CBFY | Canadian Broadcasting Corp., Montreal<br>Veicheres, Que. | 117.05 | 7,500 |
| CBFZ | Canadian Broadcasting Corp., Montreal<br>Veicheres, Que. | 151.9 | 7,500 |
| CBRX | Canadian Broadcasting Corp., Vancouver, B. C.<br>Lulu Island, B. C. | 61.6 | 150 |

# Television Stations Authorized by the FCC

(As of January 1, 1944 in accordance with Rules 4.61-4.79)

## CHANNELING SYSTEM

### GROUP A

| Channel No. | |
|---|---|
| 1 | 50,000-56,000 kc. |
| 2 | 60,000-66,000 kc |
| 3 | 66,000-72,000 kc. |
| 4 | 78,000-84,000 kc. |
| 5 | 84,000-90,000 kc. |
| 6 | 96,000-102,000 kc. |
| 7 | 102,000-108,000 kc. |

### GROUP B

| Channel No. | |
|---|---|
| 8 | 162,000-168,000 kc. |
| 9 | 180,000-186,000 |
| 10 | 186,000-192,000 kc. |
| 11 | 204,000-210,000 |
| 12 | 210,000-216,000 kc. |
| 13 | 230,000-236,000 |
| 14 | 236,000-242,000 |
| 15 | 258,000-264,000 kc. |
| 16 | 264,000-270,000 |
| 17 | 282,000-288,000 |
| 18 | 288,000-294,000 |

### GROUP C

Any 6,000 kc. band above 300,000 kc., excluding band 400,000-401,000 kc.

## COMMERCIAL

| Licensee and Location | Call Letters | Channel No. | Effective Signal Radiated |
|---|---|---|---|
| Balaban & Katz Corp., Chicago, Ill. | WBKB | 2 | 550 |
| Columbia Broadcasting System Inc., New York City | WCBW | 2 | 1,000 |
| Don Lee Broadcasting System, Hollywood, Cal. | †KTSL | 1 | 5,600 |
| General Electric Co., Schenectady, N. Y. | WRGB | 3 | 3,100 |
| The Journal Co., Milwaukee, Wis. | †WMJT | 3 | 1,200 |
| National Broadcasting Co. Inc., New York City | WNBT | 1 | 1,800 |
| Philco Radio & Television Corp., Philadelphia, Pa. | WPTZ | 3 | 500 |
| Zenith Radio Corp., Chicago, Ill. | †WTZR | 1 | 1,270 |

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† Under construction.

## EXPERIMENTAL

| Licensee and Location | Call Letters | Channel No. | Power in Watts Visual | Power in Watts Aural |
|---|---|---|---|---|
| Balaban & Katz Corp., Chicago, Ill. | W9XBK | 2 | 4,000 | 2,000 |
| Balaban & Katz Corp., Chicago, Ill. | W9XPR | Group C | 10 | ...... |
| The Crosley Corp., Cincinnati, Ohio | W8XCT | 1 | 1,000 | 1,000 |
| Allen B. DuMont Laboratories, Inc., Passaic, N. J. | W2XVT | 4 | 50 | 50 |
| Allen B. DuMont Laboratories, Inc., New York, N. Y. | W2XWV | 4 | 1,000 | 1,000 |
| Allen B. DuMont Laboratories, Inc., Washington, D. C. | W3XWT | 1 | 1,000 | 1,000 |
| Don Lee Broadcasting System, Los Angeles, Cal. | W6XAO | 1 | 1,000 | 150 |
| Metropolitan Television, Inc., New York, N. Y. | W2XMT | 8 | 50 | 50 |
| Philco Radio & Television Corp., Philadelphia, Pa. | W3XE | 3 | 10,000 | 11,000 |
| Purdue University, West Lafayette, Ind. | W9XG | 3 | 750 | 750 |
| State University of Iowa, Iowa City, Iowa | W9XUI | 1 & 12 | 100 | ...... |
| Television Productions, Inc., Los Angeles, Cal. | W6XYZ | 4 | 4,000 | 1,000 |
| Zenith Radio Corp., Chicago, Ill. | W9XZV | 1 | 1,000 | 1,000 |

## Non-Commercial Educational Broadcast Stations

*(Authorized Under FCC Rules 4.131-4.137)*
*† Under Construction.*

| *Call Letters* | *Licensee & Location* | *Frequency in Kc.* | *Power in Watts* |
|---|---|---|---|
| KALW | Board of Education of the San Francisco Unified District, San Francisco, Cal. | 42,100 | 1,000 |
| WBEZ | Board of Education, City of Chicago, Chicago, Ill. | 42,500 | 1,000 |
| WBKY | University of Kentucky, Beattyville, Ky. | 42,900 | 100 |
| WBOE | Cleveland City Board of Education, Cleveland, O. | 42,500 | 1,000 |
| †WCAH | Board of Education, City of Buffalo, Buffalo, N. Y. | 42,900 | 1,000 |
| WIUC | University of Illinois, Urbana, Ill. | 42,900 | 250 |
| WNYE | Board of Education, City of New York, Brooklyn, N. Y. | 42,100 | 1,000 |

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Note—All stations employ FM except WBKY which uses AM (A3) emission.

**W-CAR**

**PONTIAC**

**MICHIGAN**

**1000 S-T-R-E-A-M-L-I-N-E-D WATTS**

**1130 K.C. - - - - Daytime**

That Outstanding Independent Station in Southeastern Michigan That You Hear So Much About . . . Built on Service to the Vast Numbers Who Like "News on the Hour Every Hour"—and Good Music All Day Long.

Three Million People Can Hear Us Easily—and Plenty of Them Listen . . . Hour After Hour Every Day!

# SERVICES RELATED TO THE BUSINESS OF BROADCASTING

## ADVERTISING AND TRADE ASSOCIATIONS

ADVERTISING FEDERATION OF AMERICA—330 W. 42nd St., New York City 18. Telephone: Bryant 9-0430. Officers: Bruce Barton, chairman of board; J. M. Dawson, president; Earle Pearson, general manager.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES—420 Lexington Ave., New York City. Telephone: Lexington 2-7980. Officers: John Benson, president; Frederic R. Gamble, managing director; Allen L. Billingsley, chairman of the board; Emerson Foote, Foote, Cone & Belding, New York, vice president; Robert E. Grove, Ketchum, MacLeod & Grove, Pittsburgh, secretary; John L. Anderson, McCann-Erickson, N. Y., treasurer. Committee on Radio Broadcasting: A. K. Spencer, J. Walter Thompson Co., New York, chairman. Mac Wilkins, Mac Wilkins & Cole, Portland Ore.; S. Heagan Bayles, Ruthrauff & Ryan, Inc., New York; Arthur Pryor Jr., BBDO, New York; R. J. Scott, Schwimmer & Scott, Chicago; Jack Smalley, BBDO, Hollywood; L. L. Shenfield, Pedlar & Ryan, New York; L. T. Bush, Compton Advertising, New York; Walter Craig, Benton & Bowles, New York; Myron P. Kirk, Arthur Kudner Inc., New York; Dwight Mills, Kenyon & Eckhardt, New York; Charles Holcomb, Alley & Richards, Boston; Joseph Katz, The Joseph Katz Co., Baltimore; T. F. Harrington, Young & Rubicam, New York.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION — 370 Lexington Ave., New York City 17. Telephone: Caledonia 5-2000. Officers: Linwood I. Noyes, president; William G. Chandler, vice-president; Norman Chandler, secretary; Edwin S. Friendly, treasurer; Cranston Williams, general manager. Branch offices: 360 N. Michigan Ave., Chicago 1. Telephone: Franklin 3746. George N. Dale, manager. Collegeville, Pa. Telephone: 258, H. W. Flagg, manager.

ASSOCIATION OF CANADIAN ADVERTISERS Inc.—85 Richmond St. W., Toronto 1, Ont. Telephone: Adelaide 9774. Officers: R. L. Sperber, president; H. J. G. Jackson, L. E. Phenner, N. B. Powter, H. E. Stephenson, vice-presidents; J. P. Lyons, treasurer; Athol McQuarrie, managing director. Directors: D. E. Bankart, George Bertram, C. W. Chamberlin, W. O. H. James, J. W. Moore, Lee Trenholm, H. Harold Smyth, A. Usher, Muriel Whitlock.

ASSOCIATION OF NATIONAL ADVERTISERS Inc.—285 Madison Ave., New York City 17. Telephone: Murray Hill 5-9167. Officers: Charles G. Mortimer, Jr., General Foods, chairman of the board; Carleton Healy, Hiram Walker Co., vice-chairman; C. C. Carr, Alcoa, vice-chairman; Paul B. West, president; Robert B. Brown, treasurer; G. S. McMillan, secretary.

CANADIAN ASSOCIATION OF ADVERTISING AGENCIES — 320 Bay St., Toronto, Ont. Telephone: Elgin 5351. Officers J. W. Thain, A. McKim Ltd., president; T. L. Anderson, Cockfield-Brown & Co. Ltd., vice-president; Harry M. Tedman, J. J. Gibbons Ltd., treasurer.

CANADIAN ASSOCIATION OF BROADCASTERS — Victory Bldg., Toronto 2, Ont. Telephone: Elgin 5623. Officers: Glen Bannerman, president-general manager; T. Arthur Evans, secretary-treasurer; Harry Sedgwick, Toronto, chairman of board; George C. Chandler, Vancouver, vice-chairman. Directors: J. K. Cooke, Toronto; E. T. Sandell, St. Catharines, Ont.; Philip Lalonde, Montreal; J. N. Thivierge, Quebec; N. Nathanson, Sydney, N. S.; Col. K. S. Rogers, Charlottetown; A. A. Murphy, Saskatoon; J. W. B. Browne, Kelowna; Harold Carson, Calgary.

CANADIAN FACTS — 19 Melinda St., Toronto, Ont. Telephone: Adelaide 2067. John F. Graydon, president; Ethel O. Colwell, vice-president.

FINANCIAL ADVERTISERS ASSOCIATION—231 South LaSalle St., Chicago 4, Ill. Telephone: State 5547. President: Lewis F. Gordon; Executive Vice-President: Preston E. Reed.

MEDIA MEN'S ASSN. OF NEW YORK—Officers: T. Norman Tveter, Erwin, Wasey & Co., president; Robert B. White, William Esty & Co. and E. A. Elliott, Campbell-Ewald Co., vice-presidents; Ray Huhta, Kenyon & Eckhardt, secretary; E. R. Wood, G. Lynn Sumner Co., treasurer; D. M. Gordon, Ruthrauff & Ryan, sergeant-at-arms. Executive Board: Joseph Burland, Lambert & Feasley; Joseph Vessey, Kenyon & Eckhardt; John J. Hagan, Lloyd, Chester & Dillingham.

PACIFIC ADVERTISING ASSOCIATION—Monadnock Bldg.. San Francisco 5. Telephone: Garfield 6868. Officers: Maurice W. Heaton, president; Charles W. Collier, managing director; Lela M. Huey, executive secretary.

PREMIUM ADVERTISING ASSOCIATION OF AMERICA—500 Fifth Ave., New York City. Telephone: Bryant 9-6990. President: Wm. L. Sweet. Secretary: Howard W. Dunk.

THE PROPRIETARY ASSOCIATION OF AMERICA—810 18th St., N. W., Washington 6, D. C. Telephone: National 1914. Officials: Dr. Frederick J. Cullen, Washington, executive vice-president; Fred E. Rathburn, Olive Tablet Co., Columbus, O., president; Charles P. Tyrrell, secretary-treasurer.

WAR ADVERTISING COUNCIL Inc.—60 E. 42nd St., New York City. Telephone: Murray Hill 2-2773. Officers: Chester J. LaRoche, chairman; Harold B. Thomas, vice-chairman; Paul B. West, vice-chairman; Frederic R. Gamble, secretary; Mason Britton, treasurer.

## CONSULTING RADIO ENGINEERS

VICTOR J. ANDREW Co.—363 E. 75th St., Chicago 19, Ill. Telephone: Triangle 4400. Officers: Victor J. Andrew, partner and manager; C. Russell Cox, chief engineer.

STUART L. BAILEY—Jansky & Bailey, National Press Bldg., Washington, D. C. Telephone: Metropolitan 5411. Associate: C. M. Jansky Jr.

JOHN H. BARRON—Earle Bldg., Washington 4, D. C. Telephone: National 7757.

WILLIAM W. L. BURNETT—William W. L. Burnett Radio Laboratory, 4814 Idaho St., San Diego, Cal. Telephone: Talbot 4943.

COMMERCIAL RADIO EQUIPMENT Co.—Eastern Office: Star Bldg., Washington 4, D. C. Telephone: Republic 1464. Everett L. Dillard, general manager and proprietor. Mid-West Offices: 321 E. Gregory Blvd Kansas City 5, Mo. Telephone: Jackson 5302. Robert F. Wolfskill, manager; 7134 Main St., Kansas City 5, Mo. Telephone: Jackson 4500. Wilton W. Woodward, chief engineer. West Coast Office: 1584 Cross-Roads-of-the-World, Hollywood 28, Cal. Orven Nigh, Earl Chamberlin, Harry Brown, associate engineers.

A. EARL CULLUM Jr.—Highland Park Village, Dallas 5, Tex. Telephone: Lakeside 2352. Associates: C. M. Daniell, D. A. Peterson.

GEORGE C. DAVIS—Munsey Bldg., Washington 4, D. C. Telephone: District 8456.

DOOLITTLE RADIO Inc.—7421 S. Loomis Blvd., Chicago 36, Ill. Telephone: Radcliffe 4100. Officials: E. M. Doolittle, president; G. W. Loreng, vice-president; Dudley Gray, vice-president and chief engineer.

HERMANN FLOREZ—41-29 41st St., Long Island City 4, N. Y. Telephone: Stillwell 4-6916.

PAUL F. GODLEY—10 Marion Road, Montclair, N. J. Telephone: Montclair 2-7859.

DR. ALFRED N. GOLDSMITH—580 Fifth Ave., New York City. Telephone: Pennsylvania 6-0302.

JOHN V. L. HOGAN—730 Fifth Ave., New York City 19. Telephone: Columbus 5-5536. Associates: Wilson Aull Jr., Murray E. Tucker.

C. M. JANSKY Jr.—Jansky & Bailey, National Press Bldg., Washington 4, D. C. Telephone: Metropolitan 5411. Associate: Stuart L. Bailey.

McNARY & WRATHALL—National Press Bldg., Washington 4, D. C. Telephone: District 1205.

ANDREW D. RING—Ring & Clark, Munsey Bldg., Washington 4, D. C. Telephone: Republic 2347. (R. L. Clark on leave for military service).

HAROLD C. SINGLETON—2005 N. E. 28th Ave., Portland 12, Ore. Telephone: Trinity 7045.

HECTOR R. SKIFTER—St. Paul, Minn. Telephone: Garfield 5511. Hector R. Skifter, Donald M. Miller.

LT. COL. W. ARTHUR STEEL—63 Sparks St., Ottawa, Ont., Canada. Telephone: 3-1134.

WASHINGTON INSTITUTE OF TECHNOLOGY—5005 Calvert Rd., College Park, Md. Telephone: Warfield 9000.

NATHAN WILLIAMS—150 High St., Oshkosh, Wis. Telephone: Oshkosh 548.

RAYMOND M. WILMOTTE—1469 Church St. N. W., Washington 5, D. C. Telephone Decatur 1231.

## FOREIGN BROADCASTING REPRESENTATIVES IN U. S.

BRITISH BROADCASTING CORP.—North American Director: Lindsay Wellington, 630 Fifth Ave., New York City 20. Telephone Circle 7-0656, Branch: 1150 Conn. Ave., N. W., Washington 6, D. C. Telephone: Executive 1465. Miss Annette Ebsen, manager.

HOWARD C. BROWN Co. — 6404 Sunset Blvd, Hollywood, Cal. Telephone: Hollywood 6405. American Representative: 2UE, Sydney, Australia; 3XY. Melbourne, Australia; New Zealand Commercial Radio Stations.

MELCHOR GUZMAN Co. Inc.—9 Rockefeller Plaza, New York City 20. Telephone: Circle 7-2450. Manager Radio Department: A. M. Martinez. (Represents various stations in Latin American countries.)

RALPH L. POWER—Van Nuys Bldg., Los Angeles 14. Telephone: Madison 5617. Represents Victorial Broadcasting Network, Western Province Radio; Broadcast Entertainments; Central Murray Broadcasters; Variety Investments, Sydney & Melbourne, Australia.

## FREQUENCY MEASURING SERVICES

COMMERCIAL RADIO EQUIPMENT Co. (Frequency measurements made from Kansas City and Hollywood offices.)—321 E. Gregory Blvd., Kansas City 5, Mo. Telephone: Jackson 5302. Engineers in charge of frequency measurements: Earl Chamberlin (day); Harry Brown (night). 1584 Cross-Roads-of-the-World, Hollywood 28, Cal. George Taffeau, manager. Evening Star Bldg., Washington 4, D. C. Everett L. Dillard, general manager. Telephone: Republic 1464.

DOOLITTLE RADIO Inc.—7421 So. Loomis Blvd., Chicago 36, Ill. Telephone: Radcliffe 4100. President E. M. Doolittle Vice-President: G. W. Lorenz; Vice-President and Chief Engineer: Dudley Gray.

RCA COMMUNICATIONS Inc.—66 Broad St., New York City 4. Telephone: Hanover 2-1829. Vice-President and General Manager: W. A. Winterbottom. Commercial Manager: Louis de Bottari; Branch: Riverhead, L. I., N. Y.; telephone, 2290; manager, E. C. Rundquist. Branch: San Francisco 8, Cal.; telephone, Garfield 4200; manager, N. R. Cherrigan.

SCIENTIFIC RADIO SERVICE—4301 Sheridan St., University Park, Hyattsville, Md. Telephone: Hyattsville 0535. Owner and Manager: Harry D. Eisenhauer.

VAN NOSTRAND RADIO ENGINEERING SERVICE—339 Leland Terrace, N. E., Atlanta, Ga. Telephone: Dearborn 4774. (Frequency measurement service.)

WASHINGTON INSTITUTE OF TECHNOLOGY—5005 Calvert Rd., College Park, Md. Telephone: Warfield 9000. General Manager: Gomer L. Davies; Supervisor, frequency monitoring section: J. W. Hutton; Director Engineering Division: G. H. Wintermute.

## MARKET RESEARCH AND MARKETING GROUPS

ADVERTISING RESEARCH FOUNDATION Inc.—330 W. 42nd St., New York City 18. Telephone: Longacre 3-1454. Officers: Wm. G. Palmer, chairman of board; John Benson, treasurer; Paul B. West, secretary; A. W. Lehman, technical director. Directors: Lee H. Bristol, Allan Brown, Richard Compton, Chester J. LaRoche, H. K. McCann, Allyn B. McIntire, Stuart Peabody, Otis A. Kenyon, Harold B. Thomas.

WALTER P. BURN & ASSOCIATES—7 West 44th St., New York City 18. Telephone: Murray Hill 2-7461. Officers: Walter P. Burn, president; William Noble, vice-president.

CALIFORNIA ASSOCIATES — 417 So. Hill St., Los Angeles 13. Telephone: Madison 1196. John B. Knight and Geraldine Parker, partners. Branch: 300 Montgomery St., San Francisco 4. Telephone: Exbrook 0600.

CANADIAN FACTS—19 Melinda St., Toronto, Ontario. Telephone: Adelaide 2067. General Manager: J. F. Graydon. Director of Personnel: Mrs. R. E. Goudie; Chief Statistician: J. F. Graydon.

COMMERCIAL SERVICES Inc.—2011 Park Ave., Detroit 26, Mich. Telephone: Randolph 1485. R. W. Oudersluys, president; Lawrence E. Black, secretary-treasurer.

**ROBERT S. CONLAN & ASSOCIATES**, New York Life Bldg., Kansas City 6. Telephone: Victor 1973. Officials: Robert S. Conlan, principal; C. J. Conlan, associate; G. G. Zander, associate.

**COOPERATIVE ANALYSIS OF BROADCASTING (CAB)**—330 W. 42nd St., New York City 18. Telephone: Longacre 3-1454. Officers: A. W. Lehman, general manager: D. P. Smelser, chairman; G. H. Gallup, treasurer. Other committee board members: For ANA: D. P. Smelser, Robert B. Brown, John Bogert. For AAAA: L. D. H. Weld, F. B. Ryan Jr. (Non-profit mutual organization operated by a governing committee of the Association of National Advertisers and American Association of Advertising Agencies to supply data on size of audience of network programs.)

**CROSSLEY Inc.**—330 W 42nd St., New York City 18. Telephone: Bryant 9-4562. Officials: Archibald M. Crossley, president; James A. Ward, vice-president.

**EGERT RESEARCH CORP.**—512 Fifth Ave., New York City 18. Telephone: Lackawanna 4-5620. Helen Egert, president. (Nation-wide market research, rural and urban. Radio spot checking, word for word checking of commercial announcements.)

**ELLIOTT-HAYNES Ltd.**—25 King St., Toronto, Ont. Telephone: Elgin 5012. Officers: Walter E. Elliott, president; W. Paul Haynes, vice-president; E. R. Comte, secretary-treasurer. Branch: Sun Life Bldg., Montreal. Telephone: Plateau 6494.

**FACT FINDERS ASSOCIATES Inc.**—400 Madison Ave., New York City. Telephone: Eldorado 5-1600. Officials: R. E. Rindfusz, president; Frank R. Coutant, managing director.

**FACTS CONSOLIDATED**—111 Sutter St., San Francisco. Telephone: Douglas 2445. Principals: Roy S. Frothingham and Dorothy D. Corey. Hollywood Office: 6305 Yucca at Vine. Telephone: Granite 3658. (Radio telephone surveys & personal interview research.)

**EDGAR H. FELIX**—1127 N. Kentucky St., Arlington, Va. Telephone: Glebe 6198. Entire staff with military or naval services or on technical assignments for the services. L. C. Skipper, chief field engineer; J. Murray, chief statistician.

**GRAHAM RESEARCH SERVICE**—424 Madison Ave., New York City 17. Telephone: Plaza 3-4565. Director: J. E. Graham.

**C. E. HOOPER, Inc.**—10 E. 40th St., New York City 16. Telephone: Lexington 2-3000. Officials: C. E. Hooper, president; Dorothy M. Behrens, manager, radio program reports; Edythe F. Bull, manager, special surveys; W. Ward Dorrell, manager, station audience reports; Dr. Matthew N. Chappell, consultant. Branch: 1709 W. 8th St., Los Angeles 14. Telephone: Federal 7777. Manager: Ruth Arnold.

**HOOPER-HOLMES BUREAU Inc.**—102 Maiden Lane, New York City. Telephone: Whitehall 3-9700. Director of Market Research: William Henry. (78 branch offices; for addresses, consult local telephone directories.)

**INDUSTRIAL SURVEYS Co., Inc.**—347 Madison Ave., New York City 17. Telephone: Murray Hill 3-0690. Officials: Samuel G. Barton, president: Henry C. Trainor, secretary-treasurer; Jean L. Stewart, asst. research director; Branch: 75 E. Wacker Drive, Chicago 4. Telephone: Wabash 3363. Manager: Stanley Womer, vice-president.

**MARKET RESEARCH COMPANY OF AMERICA**—444 Madison Ave., New York City 22. Telephone: Plaza 3-8920. Staff: Percival White, Pauline Arnold, Matilda White, Elise Macy Nelson.

**MARKET RESEARCH OF CLEVELAND**—1220 Huron Rd., Cleveland, O. Telephone: Main 0186. Albert E. Strass, director. (Radio research for midwest stations, advertisers and agencies.)

**McKINSEY & Co.**—60 E. 42nd St., New York City 17. Telephone: Vanderbilt 6-5280. Partners and principals: H. G. Crockett, Marvin Bower, Gordon G. Bowen, J. Alex Smith, H. A. Roddick, A. E. Werolin, J. E. Walters, Boston Branch—75 Federal St.; telephone, Hubbard 0620; manager, Stanley Balmer.

**ROBERT N. McMURRY & Co.**—310 So. Michigan Ave., Chicago. Telephone: Wabash 3880. Robert N. McMurry, president.

**MEDIA RECORDS Inc.**—354 Fourth Ave., New York City. Telephone: Murray Hill 5-9376. President: P. L. Carty.

**NATIONAL RADIO RECORDS**—347 Madison Ave., New York City 17. Telephone: Murray Hill 6-9186. President: N. Charles Rorabaugh. Executive Vice-President: Fulton Dent.

**NATIONAL RESEARCH BUREAU Inc.**—320 No. LaSalle St., Chicago 10. Telephone: Superior 6365.

**A. C. NIELSEN Co.**—2101 Howard St., Chicago 45. Telephone: Hollycourt 6100. Officials: A. C. Nielsen, president; Frederick K. Leisch, executive vice-president in charge of Chicago office; James O. Peckham, executive vice-president in charge of New York office; Hugh L. Rusch, executive vice-president in charge of Nielsen Radio Index. Branch—500 Fifth Ave., New York City; telephone, Pennsylvania 6-7126; manager, James O. Peckham. Branch—109 St. Aldates, Oxford, England; manager, E. L. Lloyd.

**NORTHWEST MARKETING SERVICE**—15 N. Eighth St., Minneapolis 3, Minn. Telephone: Main 0497. Manager: Aurilla Smith; partner: Naomi Emerson.

**OPINION RESEARCH CORP.**—44 Nassau St., Princeton, N. J. Telephone: 1676. Officers: Dr. Claude Robinson, president; Dilman K. Smith and Harold D. Read, vice-presidents. New York Office: 10 Rockefeller Plaza. Telephone: Circle 5-5977.

**PARB RESEARCH SERVICES**—Box 3086, San Francisco 19, Cal. Telephone: Douglas 5300. Officials: Alice Thompson, librarian; Steven Anderson, assistant librarian, Charles MacDonald, field supervisor; Dorothy Parker, special services.

**THE PSYCHOLOGICAL CORPORATION**—522 Fifth Ave., New York City. Telephone: Murray Hill 2-2145. Officials: Walter R. Miles, president; Paul S. Achilles, vice-president and general manager; Henry C. Link, vice-president and treasurer; Albert D. Freiberg, secretary.

**PUBLISHERS' INFORMATION BUREAU Inc. (PIB)**—National Advertising Records, 31 E. 10th St., New York City 3. Telephone: Stuyvesant 9-7334. Officials: Anne R. Edgerly, president; Sarah E. Barnes, vice-president; Mae B. Irving, treasurer-secretary. Branch: 333 N. Michigan Ave., Chicago, Ill.; telephone, Randolph 3442. A. J. Crane, manager.

**PULSE OF NEW YORK**—500 Fifth Ave., New York City 18. Telephone: Lackawanna 4-8305. Radio Research organization for the New York area. Director: Dr. Sydney Roslow.

**RESEARCH CO. OF AMERICA**—341 Madison Ave., New York City 17. Telephone: Murray Hill 4-0075. General Manager: A. Edwin Fein; A. T. Robinson, field director.

**ELMO ROPER**—30 Rockefeller Plaza, New York City 20. Telephone: Circle 6-7164. Associates: Robert Williams, Carolyn Crusius.

**ROSS FEDERAL RESEARCH CORP.**—18 E. 48th St., New York City 17. Telephone: Plaza 3-6500. Officials: H. A. Ross, president: D. A. Ross, vice-president and general manager; C. B. Ross, vice-president; F. X. Miske, secretary.

**PAUL W. STEWART & ASSOCIATES**—9 Rockefeller Plaza, New York City 20. Telephone: Circle 5-5447. Officials: Paul W. Stewart, partner; A. B. Dougall, partner. Senior Research Associates: R. C. Allen, A. J. Amos, P. W. Atwood, Johanna B. Cooke, P. H. Crane, Madeline E. Greer, Dorothy Miller.

**THE TRAFFIC AUDIT BUREAU Inc.**—330 W. 42nd St., New York City 18. Telephone: Bryant 9-9444. Officers: A. W. Lehman, director; Henry M. Stevens, J. Walter Thompson Co., New York, president; Albert Brown, Best Foods. Inc., New York, vice-president; Kerwin H. Fulton, Outdoor Adv. Inc., New York, secretary-treasurer.

## MISCELLANEOUS SERVICES AND ORGANIZATIONS

**ASSOCIATED MUSIC PUBLISHERS Inc.**—25 West 45th St., New York City 19. Telephone: Bryant 9-0845. President: Clinton M. Finney. Manager of Music Division: Gretl Urban.

**AUDIT BUREAU OF CIRCULATIONS**—165 W. Wacker Drive, Chicago 1, Ill. Telephone: Central 7994. Managing Director: James N. Shryock. Branch: 330 W. 42nd St., New York City 18; telephone, Medallion 3-2323; manager, William F. Hoffmann. (Newspaper and magazine audit service.)

**MERLIN H. AYLESWORTH**—30 Rockefeller Plaza, New York City 20. Telephone: Circle 6-2535.

**BELL TELEPHONE LABORATORIES**—463 West St., New York City. Telephone: Chelsea 3-1000. Development and engineering of broadcast equipment. O. E. Buckley, president; O. B. Blackwell, vice-president; M. J. Kelly, director of research; O. M. Glunt, director of commercial products development; R. E. Poole, radio development engineer.

**CARL H. BUTMAN**—National Press Bldg., Washington, D. C. Telephone: National 7846. (Consultant on FCC procedural, regulatory and technical matters.)

**CHURCHILL ENGINEERING Corp.**—56 W. 45th St., New York City. Telephone: Murray Hill 2-0178. Officials: R. T. Bacher, president; Paul K. Horst, Harry W. Acton, vice-presidents. (Administrative engineers; specialists in setting prices and rates.)

**CONTROLLED CIRCULATION AUDIT Inc.**—420 Lexington Ave., New York City. Telephone: Mohawk 4-6381. Officials: Frank L. Avery, managing director; R. L. Lloyd, president: O. S. Tyson, vice-president; S. L. Meulandyke, secretary; Leonard Tingle, treasurer. (Auditing, circulation of business publications.)

**DIRECT MAIL ADVERTISING ASSN. Inc.**—17 E. 42nd St., New York City. Telephone: Vanderbilt 6-1479, Officials: Howard Korman, McCann-Erickson, president; Edward N. Mayer Jr., Jas. Gray Inc., and G. Douglas Scott, E. B. Eddy Co. Ltd., vice-presidents; Donald Macaulay, S. D. Warren Co., secretary-treasurer; Jane L. Bell, executive manager.

**REUBEN H. DONNELLEY CORP.**—350 E. Cermak Rd., Chicago 16. Telephone: Victory 3232. Officers: Raymond M. Gunnison, president. Thomas E. Donnelley, chairman of board; Clarence O. Lillyblade, vice-president and treasurer; Thorne Donnelley, vice-president (on leave, U. S. Navy); David L. Harrington, vice-president. Branch offices: 305 E. 45th St., New York City 17. Telephone: Murray Hill 4-7000. Manager: R. M. Gunnison. 401 N. Broad, Philadelphia 8. Telephone: Walnut 2434. Manager: A. H. Bamforth. 209 W. Seventh St., Cincinnati 2. Telephone: Parkway 2570, Manager: F. D. Inglis. (Radio contest judging; publishers, telephone directories; premium mailing; packaging, etc.)

**VINCENT EDWARDS & Co.**—342 Madison Ave., New York City. Telephone: Vanderbilt 6-3021. President: V. Edward Borges. (Advertising mat and idea syndicate service.)

**FOOD - DRUG - COSMETIC REPORTS**—National Press Bldg., Washington 4, D. C. Telephone: Metropolitan 0606. Editor: Wallace Werble. (Weekly Washington news letter reporting activities and trends of food, drug and cosmetic regulation.)

**HEARST RADIO Inc.**—(Affiliated with Hearst Newspapers), 25 W. 43rd St., New York City 18. Telephone: Longacre 3-5907. Officials: E. M. Stoer, general manager.

**INTERCOLLEGIATE BROADCASTING SYSTEM Inc.**—507 Fifth Ave., New York City 17. Telephone: Vanderbilt 6-6075. Executives: George Abraham, chairman; Louis M. Block Jr., business manager; David Borst, technical manager; Harriette Slote, program director.

**INTERNATIONAL EVENTS**—430 N. Michigan Ave., Chicago 11, Ill. Telephone: Superior 4993. David Gottlieb, Manager (newspicture publicity service).

**GEORGE McKITTRICK & Co.**—108 Fulton St., New York City 7. Telephone: Barclay 7-4828. Owner: Fred C. McKittrick. Branch: 185 No. Wabash Ave., Chicago 1. Telephone: State 8911; manager, Ann Weiszbrod. (Publishes McKittrick's Directory of Advertisers and Agencies.)

**MUZAK Corp.**—229 Fourth Ave., New York City 3. Telephone: Algonquin 4-3300. Clinton M. Finney, president. (Production and transmission of musical and other programs over wires and other guiding structures.)

**NATIONAL BETTER BUSINESS BUREAU**—405 Lexington Ave., New York City 17. Telephone: Murray Hill 6-3535. Officials: Edward L. Greene, general manager: Ray Clayberger, president; Phillips Wyman, vice-president.

**NATIONAL FOUNDATION FOR INFANTILE PARALYSIS**—120 Broadway, New York City 5. Director of radio: Howard J. London. (Medical research and social welfare.)

**NATIONAL REGISTER PUBLISHING Co.**—330 W. 42nd St., New York City 18. Telephone: Medallion 3-5850. President and treasurer: R. W. Ferrel. Branch: 333 No. Michigan Ave., Chicago; telephone, Randolph 5744; manager, A. J. Crane. (Publishes Standard Advertising Register services, listing national advertisers, agencies and their personnel.)

**NATIONAL RETAIL DRY GOODS ASSN.**—101 W. 31st St., New York City. Telephone: Pennsylvania 6-2155. Officers: Lew Hahn, general manager and treasurer; Edward N. Allen, president. Branch: Washington, D. C., Munsey Building. Harold R. Young, manager.

**PUBLISHERS INFORMATION BUREAU (PIB)**—31 E. 10th St., New York City 3. Telephone: Stuyvesant 9-7334. Officers: Anne R. Edgerly, president; Sarah E. Barnes, vice-president; Mae B. Irving, treasurer. Branch: Chicago, 333 N. Michigan Ave. Telephone: Randolph 3442. A. J. Crane, manager. (Publishes reports on advertising space and expenditures.)

**RADIO REPORTS, Inc.**—220 E. 42nd St., New York City 17. Telephone: Murray Hill 2-3564. Edward F. Loomis, president; P. R. Rieber, editor. Branch: 617 S. Olive St., Los Angeles 14. Manager: Miss Dixie Wilkinson. (Recording and digesting radio news and comments.)

**SCRIPPS-HOWARD RADIO Inc.**—Keith Bldg., Cincinnati 2. Telephone: Main 3314. Mortimer C. Watters, vice-president and general manager. Branch offices: Radio Station WNOX, Knoxville, Tenn. Telephone: 3-3171. Manager: R. B. Westergaard; Radio Station WMPS, Memphis, Tenn. Telephone: 5-2721. Manager: H. R. Krelstein.

**SOUNDSCRIPT REPORTERS Inc.**—17 E. 42nd St., New York City 17. Telephone: Murray Hill 2-5092. Officers: Calvin Truesdale, president; Natalie Meader, secretary-treasurer. (Reporting via recordings conventions, speeches, conferences, etc.)

**TELECOMMUNICATIONS REPORTS Inc.**—National Press Bldg., Washington 4, D. C. Telephone: District 2678. Editor: Roland Davies. (Communications industry news service.)

**TRADE-WAYS Inc.**—285 Madison Ave., New York City. Telephone: Ashland 4-1363. Officials: William H. Lough, president and treasurer; James E. Lough, secretary. (Marketing counsellors.)

**UNITED NATIONS INFORMATION BOARD**—610 Fifth Ave., New York City 20. Information about all United Nations for use by radio stations. Subject matter and background for radio programs and program ideas. Broadcasting Division: John H. Macdonell.

**WESTINGHOUSE RADIO STATIONS Inc.**—1619 Walnut St., Philadelphia 3. Telephone: Rittenhouse 6870. Operating WBZ, Boston; WBZA, Springfield, Mass.; WBOS, Boston; KDKA, Pittsburgh; KYW, Philadelphia; WOWO and WGL, Fort Wayne, Ind. A subsidiary of Westinghouse Electric & Manufacturing Co. Officials: Walter C. Evans, vice-president; Lee B. Wailes, manager; B. A. McDonald, sales manager; W. B. McGill, advertising manager; D. A. Myer, engineering manager; Gordon Hawkins, program supervisor; F. A. Logue, auditor.

**CLIFFORD YEWDALL**—350 Fifth Ave., New York City. Telephone: Pennsylvania 6-7861. Branch: Lincoln, Neb., Stuart Bldg., telephone: B 3135. (Accountant specializing in radio.)

## MUSIC LICENSING GROUPS DEALING WITH BROADCASTERS

**AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS**—RCA Bldg., New York City 20. Telephone: Columbus 5-7464. Officers: Deems Taylor, president; Gustave Schirmer & Oscar Hammerstein II, vice-presidents; George W. Meyer, secretary; Max Dreyfus, treasurer; J. J. Bregman, assistant secretary; Irving Caesar, assistant treasurer; John G. Paine, general manager; Robert L. Murray, director of public & customer relations; Schwartz & Frohlich, general counsel; Herman Finkelstein, resident attorney. Board of Directors: Fred E. Ahlert, Louis Bernstein, J. J. Bregman, Saul Bornstein, Gene Buck, Irving Caesar, Max Dreyfus, Walter Fischer, Otto A. Harbach, A. Walter Kramer, R. F. Murray, L. Wolfe Gilbert, George W. Meyer, Jack Mills, Oscar Hammerstein II, Goeffrey O'Hara, Richard Rodgers, Herman Starr, Gustave Schirmer, Deems Taylor, John O'Connor, J. J. Robins, Donald Gray, Ray Henderson.

**BROADCAST MUSIC INC. (BMI)**—580 Fifth Ave., New York City. Telephone: Pennsylvania 6-5466. Officers: Neville Miller, president; Sydney M. Kaye, first vice-president; Merritt E. Tompkins, vice-president & general manager; Carl Haverlin, vice-president & director of station relations; Chas. E. Lawrence, treasurer. Board of Directors: Neville Miller, NAB Washington; Walter J. Damm, WTMJ, Milwaukee; John Elmer, WCBM, Baltimore; Frank White, CBS, New York; William Hedges, NBC, New York; Paul Morency, WTIC, Hartford; Leonard Kapner, WCAE, Pittsburgh. Department Heads: Milton J. Rettenberg, chief music editor; Robert J. Burton, staff counsel: Roy Harlow, program director; Ralph C. Wentworth, field representative. Chicago Office—54 W. Randolph St., Manager, James Cairns. Los Angeles Office—1549 N. Vine St.; Manager, Eddie Janis.

**CANADIAN PERFORMING RIGHTS SOCIETY Ltd.** — Royal Bank Bldg., Toronto, Ont. Telephone: Elgin 9219. President: H. T. Jamieson.

**MUSIC PUBLISHERS PROTECTIVE ASSOCIATION Inc.** — 45 Rockefeller Plaza, New York City. Telephone: Circle 6-3084. Officials: Harry Fox, general manager; Walter G. Douglas, chairman of board.

**NATIONAL ASSOCIATION OF PERFORMING ARTISTS** — 630 Fifth Ave., New York. Telephone: Circle 7-8194. Officials: James J. Walker, president: Fred Waring, chairman of board; Maurice J. Speiser, general counsel.

**G. RICORDI & Co.**, 12 West 45th St., New York City 19. Telephone: Murray Hill 2-0300. Dr. Renato Tasselli, managing director.

**SESAC Inc.**—475 Fifth Ave., New York City 17. Telephone: Murray Hill 5-5365. Officials: Paul Heinecke, president: Ruth C. Heinecke, treasurer.

**SOCIETY OF JEWISH COMPOSERS, PUBLISHERS & SONG WRITERS**—152 W. 42nd St., New York City 18. Telephone: Longacre 5-9124. Officials: Sholom Secunda, president; Rev. Pincus Jassinowsky, vice-president; Alexander Olshanetsky, treasurer; Henry Lefkowitch, secretary: Salom J. Perlmutter, general manager.

## PUBLICITY AND PUBLIC RELATIONS SERVICES

**DAVID O. ALBER ASSOCIATES** 30 Rockefeller Plaza, New York City 20. Telephone Circle 6-9595. President: David O. Alber. Executive Assistants: Mildred Brown, Ed Aaronoff, Philip Meltzer. Branch: 6831 Hollywood Blvd., Hollywood, Cal.; telephone, Hollywood 7111; Coy Williams, manager.

**FRED BAER & ASSOCIATES**—17 E. 49th St., New York City 17. Telephone: Wickersham 2-8996. Manager: Fred E. Baer.

**BALDWIN & MERMEY** — 205 E. 42nd St., New York City 17. Telephone: Murray Hill 4-1075. Partners: William H. Baldwin, Maurice Mermey.

**BENTLEY & LIVINGSTONE Inc.**—75 E. Wacker Drive, Chicago. Telephone: Dearborn 1237. President: George Livingstone. Secretary-treasurer: L. R. Healy.

**EDWARD L. BERNAYS**—9 Rockefeller Plaza, New York City 20. Telephone: Circle 6-5075.

**H. A. BRUNO & ASSOC.**—30 Rockefeller Plaza, New York City. Telephone: Circle 6-8040. Associates: Philip Culkin, L. A. Nixon, H. C. Cotter, Kay L. Harris.

**CARL BYOIR & ASSOCIATES**—10 East 40th St., New York City. Telephone: Ashland 4-3466. Richard F. Davis, radio director; Helene Jamieson, assistant radio director.

**DENSON-FREY & AFFILIATES Inc.**—347 Madison Ave., New York City 17. Telephone: Lexington 2-3488. Executives: Erwin M. Frey, president; Helen V. Denson, executive vice-president.

**MARTIN DODGE & CARLTON K. MATSON**—RKO Bldg., New York City 20. Telephone: Circle 5-6767.

**ARTHUR EDDY**—Taft Bldg., Hollywood 28, Cal. Telephone: Gladstone 5305.

**EDITORIAL SERVICES LTD**—80 Richmond St., W. Toronto, Ont., Canada. Telephone: Elgin 4249. J. A. Cowan, president; Arthur J. McKenna, account executive.

**EDUCATIONAL INSTITUTIONS PUBLICITY SERVICE**—10 E. 43d St., New York City; telephone, Murray Hill 2-1710. President: Eliot M. Stark.

**FADELL PUBLICITY BUREAU**—Hotel Radisson, Minneapolis 2, Minn. Telephone: Atlantic 7242. General Manager: Michael J. Fadell.

**EARLE FERRIS**—40 E. 49th St., New York City. Telephone: Wickersham 2-3666.

**TOM FIZDALE Inc.**—485 Madison Ave., New York City 22. Telephone: Eldorado 5-5580. Officers: Tom Fizdale, president; Irwin M. Nathanson, vice-president. Hollywood branch: 1509 N. Vine St.; telephone, Hollywood 7363; Manager, Andy Kelly.

**GILLIAMS SERVICE Inc.**—225 W. 39th St., New York City 18. Telephone: Longacre 5-5220. Thomas F. Gilliams, president; William Watson, general manager.

**STEVE HANNAGAN** — 247 Park Ave., New York City. Telephone: Plaza 5-2900. Associates: Larry Smits, Joe Copps.

**CONSTANCE HOPE ASSOCIATES**—29 W. 57th St., New York City 19. Telephone: Plaza 3-3390. Constance Hope, president.

**INSTITUTE OF PUBLIC RELATIONS Inc.**—Graybar Bldg., New York City. Telephone: Mohawk 4-9590. Officials: Bernard Lichtenberg, president; John W. Darr, vice-president and managing director. Branch: Field Bldg., Chicago. Telephone: Randolph 2260.

**LEE & Co.**—16 E. 48th St., New York City. Telephone: Plaza 8-0350. Morris M. Lee, president; H. H. Stansbury, press relations; Mike Wren, radio relations.

**IVY LEE and T. J. ROSS**—405 Lexington Ave., New York City. Telephone: Murray Hill 6-2727. Executive in Charge: T. J. Ross. Partner: John L. Dupree. Associates: Burnham Carter, Harcourt Parrish, James W. Lee II, J. M. Ripley, Ivy Lee Jr.

**LEE-STOCKMAN NEWS SERVICE**—30 Vesey St., New York City. Telephone: Rector 2-0350. Manager in charge: R. B. Burnham.

**AUSTIN C. LESCARBOURA & STAFF**—Croton-on-Hudson, N. Y. Telephone: Croton 444.

**MANDEVILLE PRESS BUREAU**—32 Broadway, New York City. Telephone: Whitehall 4-7245. President: Ernest W. Mandeville. Associate: Frazier Nounan.

**J. W. MILFORD & ASSOCIATES**—11 W. 42 St., New York City 18. Telephone Wisconsin 7-5968. Director: J. W. Milford.

**A. E. NELSON Co.**—300 Montgomery St., San Francisco 4. Telephone: Yukon 2767. Officials: A. E. Nelson, president; Donald M. Lawton, vice-president; Lawrence Livingston, secretary; John F. Greig, treasurer.

**CARL POST PUBLICITY ASSOCIATES**—307 E. 44th St., New York City. Telephone; Murray Hill 4-4800. Carl Post, manager.

**PUBLICITY ASSOCIATES** — Empire State Bldg., New York City 1. Telephone: Longacre 5-3210. President: Joseph Israels II.; vice-president: Amy Vanderbilt; secretary: Ruth V. Martin; associates: Gertrude Blair, Arthur von Stein, Bernard Lewis.

**GLADSTONE MURRAY** — Victory Bldg., Toronto, Ont., Canada. Telephone: Adelaide 8184. (Public relations and policy counsel.)

**FRANK LINDSAY RAND & Co.**—360 N. Michigan Ave., Chicago 1, Ill. Telephone: Randolph 0001.

**THOMAS W. PARRY JR.**—319 N. Fourth St., St. Louis 2, Mo. Telephone: Central 5622.

**LEO R. SACK**—Southern Bldg., Washington 5, D. C. Telephone: District 0120.

## RADIO ASSOCIATIONS AND COMMITTEES

**AMERICAN RADIO RELAY LEAGUE**—38 LaSalle Road, W. Hartford 7, Conn. Telephone: 3-6269. Officials: Kenneth B. Warner, secretary; George W. Bailey, president; Francis E. Handy, communications manager; David H. Houghton, treasurer.

**ASSOCIATION OF RADIO NEWS ANALYSTS**—Algonquin Hotel, New York City. Officers: Major George Fielding Eliot, president; H. V. Kaltenborn, W. S. Hillman, vice-presidents; Quincy Howe, treasurer; Caesar Saerchinger, secretary.

**ASSN. OF RECORDING STUDIOS Inc.**—1600 Broadway, New York City. Telephone: Circle 6-6686. Executives: Hazard E. Reeves, Reeves Sound Studios, honorary president; K. R. Smith, Muzak Transcriptions, president; Dorothy Vanston, Brinckerhoff Studios Production Inc., vice-president; Maurier Wolsky, Advertisers Recording Service, secretary; Max Rittershausen, Carl Fischer Inc., treasurer. (Association of independent transcription firms.)

**BLUE NETWORK STATIONS PLANNING AND ADVISORY COMMITTEE**—30 Rockefeller Plaza, New York City, Harold V. Hough, KGKO, Fort Worth, chairman. Committee members: William Riple, WTRY, Troy, N. Y., District 1; Allen Campbell, WXYZ, Detroit, District 2; Earl E. May, KMA, Shenandoah, Iowa, District 3; Henry P. Johnston, WSGN, Birmingham, Ala., District 4; W. D. Pyle, KVOD, Denver, District 6; W. B. Stuht, KJR, Seattle, District 7.

**CANADIAN ASSOCIATION OF BROADCASTERS** — Victory Bldg., Toronto, Ont. Telephone: Elgin 5623. Officers: Glen Bannerman, president-general manager; T. Arthur Evans, secretary-treasurer.

**CLEAR CHANNEL BROADCASTING SERVICE** — Shoreham Bldg., Washington, D. C. Telephone: Republic 3306. Chairman, Edwin W. Craig, WSM, Nashville. Vice Chairman: J. O. Maland, WHO, Des Moines. Executive Committee: Edwin W. Craig, J. O. Maland, Mark Ethridge. Treasurer: Harold Hough, WBAP, Fort Worth.

**FEDERAL COMMUNICATIONS BAR ASSN.**—Munsey Bldg., Washington 4, D. C. Officers: Ben S. Fisher, president; Eliot C. Lovett, first vice-president; Carl I. Wheat, second vice-president; W. Theodore Pierson, secretary; Kenneth L. Yourd, treasurer. Executive Committee: E. O. Sykes, Reed Rollo, Ralph Van Orsdel, Herbert M. Bingham, Horace L. Lohnes, Lester Cohen.

**FOREIGN LANGUAGE RADIO WARTIME CONTROL** — Munsey Bldg., Washington 4, D. C. Telephone: Metropolitan 3535. Committee: Arthur Simon, WPEN, Philadelphia, chairman; James F. Hopkins, WJBK, Detroit, vice chairman; Gene T. Dyer, WGES, Chicago, secretary; Joseph Lang, WHOM, Jersey City, treasurer; Howard W. Davis, KMAC, San Antonio Tex.; S. H. Patterson, KSAN, San Francisco; William Welch. WSAR, Fall River, Mass.; Marie Clifford, WHFC, Cicero, Ill.; Lee Little, KTUC, Tucson, Ariz.

FM BROADCASTERS Inc.—333 W. State St., Milwaukee 1. Telephone: Marquette 6000. Officers: Walter J. Damm, president; Theodore C. Streibert, vice-president; Lewis W. Herzog, secretary-treasurer.

INSTITUTE OF RADIO ENGINEERS—330 W. 42nd St., New York City 18. Medallion 3-5661. Officers: H. M. Turner, Yale Univ., president; R. A. Hackbusch, Research Enterprises Ltd., vice-president; Haraden Pratt, Mackay Radio & Telegraph Corp., secretary; R. A. Heising, Bell Telephone Labs., treasurer; Alfred N. Goldsmith, editor. Directors: W. L. Barrow, MIT; A. B. Chamberlain, U. S. Navy; W. L. Everitt, War Dept.; R. F. Guy, NBC; L. C. F. Horle; F. B. Llewellyn, Bell Tel. Labs.; B. J. Thompson, RCA Labs.; A. F. Van Dyck, U. S. Navy; H. A. Wheeler, Hazeltine Electronics Corp.; L. P. Wheeler, FCC; W. C. White, General Electric Co.

NATIONAL ASSOCIATION OF BROADCASTERS—1760 N St., N. W., Washington 6, D. C. [see page 37].

NBC STATIONS PLANNING & ADVISORY COMMITTEE—30 Rockefeller Plaza, New York City. Officers: James D. Shouse, WLW, Cincinnati, chairman; Paul W. Morency, WTIC, Hartford; G. Richard Shafto, WIS, Columbia, S. C.; Stanley E. Hubbard, KSTP, St. Paul; Arden X. Pangborn, KGW, Portland, Ore.; H. W. Slavick, WMC, Memphis; Edgar Bell, WKY, Oklahoma City; Richard Lewis, KTAR, Phoenix.

**NEWSPAPER-RADIO COMMITTEE—370 Lexington Ave., New York City. Telephone: Lexington 2-8497. Officers: Harold Hough, chairman; Walter Damm, vice-chairman; Dean Fitzer, treasurer. Committee members: John E. Person, A. H. Kirchhofer, Col. Harry M. Ayers, Gardner Cowles Jr., Truman Green, Major E. M. Stoer.**

RADIO DIRECTORS GUILD—114 E. 52nd St., New York City. Telephone: Plaza 3-4300. Officers: Earle L. McGill, president; Jerry Devine, vice-president and chairman membership committee; Robert L. Shayon, treasurer; John Macdonell, secretary; Philip Cohan, chairman war activities committee.

RADIO EXECUTIVES CLUB Inc. 347 Madison Ave., New York City 19. Officers: Murray B. Grabhorn, president; Elizabeth Black, vice-president; Winette Joseph, treasurer; Warren Jennings, secretary.

RADIO MANUFACTURERS ASSOCIATION—1317 F St., N. W., Washington 4, D. C. Telephone: National 4901. **Officials: Bond Geddes, executive vice-president and general manager; Paul Galvin, Galvin Mfg. Co., Chicago, president; M. F. Balcom, Sylvania Electric Products,** Emporium, Pa., vice-president; R. C. Cosgrove, The Crosley Corp., Cincinnati, vice-president; Ray F. Sparrow, P. R. Mallory Co., Indianapolis, vice-president; W. P. Hilliard, Bendix Radio Division, Baltimore, vice-president; T. A. White, Jensen Radio Mfg. Co., Chicago, vice-president; Leslie F. Muter, Muter Co., Chicago, treasurer; John W. Van Allen, Buffalo, general counsel.

**RADIO MANUFACTURERS ASSN. OF CANADA—159 Bay St., Toronto, Ont. Telephone: Adelaide 1531. Executive Secretary: W. W. Richardson.** President: L. A. Young. Vice-President: R. M. Brophy. Chairman, parts division: R. Randall.

SOUTHERN CALIFORNIA BROADCASTERS' ASSN.—542 So. Broadway, Los Angeles 13. Officers: Lawrence W. McDowell, president; Harry Maizlish, secretary-treasurer; Van C. Newkirk, chairman executive committee; Ethel M. Bell, director radio coordination.

SOUTHERN CALIFORNIA SPORTSCASTERS ASSN.—117 W. Ninth St., Los Angeles 15. Phone: Vandike 7913. Frank Bull, president; Bill Schroeder, secretary-treasurer; Sam Balter, vice-president.

TOWN HALL Inc.—*America's Town Meeting of the Air*, 123 W. 43rd St., New York City 18. Telephone: Wisconsin 7-5800. President of Town Hall and moderator of program: George V. Denny Jr. Director of radio forum division; Marian S. Carter.

VETERAN WIRELESS OPERATORS ASSN.—30 Rockefeller Plaza, New York City. Telephone: Columbus 5-5900. Officers: William J. McGonigle, president; A. J. Costigan, vice-president; G. H. Clark, secretary; William C. Simon, treasurer.

WESTERN ASSOCIATION OF BROADCASTERS—C. P. R. Bldg., Edmonton, Alta. Telephone: 22-101 President: G. R. A. Rice. Directors: T. Elphicke, British Columbia; B. Cairns, Alberta; L. Moffatt, Saskatchewan; Roy Wright, Manitoba.

## RADIO EDUCATIONAL GROUPS

ASSOCIATION FOR EDUCATION BY RADIO—228 N. La Salle St., Chicago 1. Telephone: Dearborn 7801. Officers: Maj. Harold W. Kent, president; William D. Boutwell, vice-president; Luke Roberts, vice-president; George Jennings, treasurer; Elizabeth Goudy, secretary.

BUREAU OF RESEARCH IN EDUCATION BY RADIO—University of Texas, Austin, Tex. Telephone: 9171-234. Officers: A. L. Chapman, director; Nadine Wilson, secretary: Elizabeth Berg, Helen Kelley, Jerry Barnes, Camille Lyons, Janice Lyons, assistants.

CHICAGO RADIO COUNCIL—(Board of Education) 228 N. LaSalle St., Chicago. Telephone: Dearborn 7801. Officers: James B. McCahey, president of the board; Dr. William H. Johnson, superintendent; George Jennings, acting director; E. H. Andresen, chief engineer; Elizabeth E. Marshall, program director; Robert R. Miller, associate producer (operates FM station WBEZ).

FEDERAL RADIO EDUCATION COMMITTEE—U. S. Office of Education, Federal Security Agency, Washington 25, D. C. Telephone: Executive 6500, extension 2565. Officials: Dr. John W. Studebaker, Commissioner of Education, chairman; Mrs. Gertrude G. Broderick, executive secretary. Executive Committee: George P. Adair, Federal Communications Commission; John Elmer, WCBM, Baltimore; Lyman Bryson, CBS; Willard E. Givens, National Education Assn.; Rev. George Johnson, National Catholic Welfare Conference; Harold B. McCarty, National Assn. of Educational Broadcasters; Neville Miller, NAB; Judith C. Waller, NBC; Levering Tyson, Muhlenberg College.

INSTITUTE FOR EDUCATION BY RADIO—Ohio State University, Columbus 10, O. Telephone: University 3148. Officers: W. W. Charters, honorary chairman; I. Keith Tyler, director; Ardis Hillman Wheeler, secretary.

NATIONAL ASSN. OF EDUCATIONAL BROADCASTERS—1010 So. Wright, Urbana, Ill. Telephone: 7-2616. Officers: Gilbert D. Williams, WBAA, Lafayette, Ind.. president; Allen Miller, KOAC, Corvallis, Ore., vice-president; W. I. Griffith, WOI, Ames, Iowa, treasurer; Frank E. Schooley, WILL, Urbana, Ill., executive secretary.

**OFFICE OF RADIO RESEARCH—Under auspices of Columbia U. Council for Research in Science, 15 Amsterdam Ave., New York City. Telephone: Columbus 5-6951. Director: Dr. Paul F. Lazarsfeld.**

RADIO COUNCIL (WBEZ) Chicago Public Schools—228 N. La Salle St., Chicago 1, Ill. Telephone: Dearborn 7801. Officers: George Jennings, acting director; Elizabeth E. Marshall, program director; E. H. Andresen, chief engineer; Robert R. Miller, associate producer.

RADIO WORKSHOP — Central States Teachers College, Stevens Point, Wis. Gertie L. Hanson, director; Bob Rifleman, production.

**ROCKY MOUNTAIN RADIO COUNCIL, Inc.—21 E. 18th Ave., Denver 2. Telephone: Keystone 5306. Director: Robert B. Hudson, Executive committee; C. B. Hershey, Colorado College, president; W. M. Spackman, University of Colorado, secretary; E. A. Conway, S. J. Regis College, treasurer. Members: Ben M. Cherrington, University of Denver; Malcolm G. Wyer, Denver Public** Library; W. D. Armentrout, Colorado State College of Education; Glenn Kinghorn, Colorado State College of Agriculture.

SCHOOL BROADCAST CONFERENCE—A permanent national conference on utilization of radio in education. 228 N. La Salle St., Chicago 1. Telephone: Dearborn 7801. Executive Committee: Major Harold W. Kent, chairman; George Jennings, director of conference; Judith Waller, NBC; David Heffernan, Cook County Public Schools; Elizabeth E. Marshall, Chicago Radio Council.

WOMEN'S NATIONAL RADIO COMMITTEE—113 W. 57th St., New York City 19. Telephone: Circle 7-4110. Chairman: Mme. Yolanda Mero-Irion.

## RADIO NEWS SERVICES

***BRITISH UNITED PRESS Ltd.—231 St. James St., W. Montreal, Que. Telephone: Plateau 9947. Officials:** G. H. Sallans, general news manager; R. W. Keyserlingk, managing director; Claude Cain, bureau manager; G. H. Waring, news editor; J. D. Hamilton, news editor; F. A. Darrell, accountant. Branch offices: Broadcasting House, Halifax, N. S. Telephone: Bishop 8318. Earle Beattie, manager, House of Commons, Ottawa, Ont. Telephone: 2-8211. Norman MacLeod, manager, 21 King St. E., Toronto, Ont. Telephone: Adelaide 8834. Charles B. Lynch, manager, 500 Beatty St., Vancouver, B. C. Telephone: Pacific 5732. Alex Janusitis, manager, 166 Portage Ave., Winnipeg, Man. Telephone: 98-322. Brian A. Tobin, manager.

CHRISTIAN SCIENCE MONITOR—1 Norway St., Boston 15, Mass. Telephone: Commonwealth 4330. Director of Broadcasting: Volney D. Hurd. Donald O. J. Messenger, script writer; Ruth Darville, editorial assistant; Ferne J. Martin, secretary.

*INTERNATIONAL NEWS SERVICE—235 E. 45th St., New York City. Telephone: Murray Hill 2-0131. Officials: Joseph V. Connolly, president; Barry Faris, editor-in-chief; Walter E. Moss, business manager.

*PRESS ASSOCIATION Inc.—Subsidiary of Associated Press, 50 Rockefeller Plaza, New York City 20. Telephone: Circle 7-1357. General Manager: William J. McCambridge. Assistant to general manager: Oliver Gramling. News Director: Tom O'Neil.

***PRESS NEWS LIMITED—Subsidiary of Canadian Press, 44 Victoria St., Toronto 1, Ont. Telephone: Elgin 2692. Officers: A. R. Ford, president; J. A. McNeil, chief executive; Sam G. Ross, manager; C. A. Day, treasurer.**

***REUTERS LTD. OF LONDON—50 Rockefeller Plaza, New York City. Telephone: Circle 6-3960. D. K. Rogers, manager.**

*TRANSRADIO NEWS FEATURES Inc.—521 Fifth Ave., New York City 17. Telephone: Murray Hill 2-4341. Officers: Herbert Moore, president; Dixon Stewart, vice-president.

*TRANSRADIO PRESS SERVICE Inc.—521 Fifth Ave., New York City 17. Telephone: Murray Hill 2-4053. Officers: Herbert S. Moore, president; Dixon Stewart, vice-president. Branch Offices: 203 N. Wabash, Chicago. Manager: Milton Fishman; National Press Bldg., Washington 4. Manager: Rex Goad; Taft Bldg., Hollywood. Manager: Wilfred Brown.

***UNITED PRESS ASSOCIATIONS 220 East 42nd St., New York City. Telephone: Murray Hill 2-0400. Officials: Hugh Baillie, president; Edwin Moss Williams, vice-president; Al F. Harrison, radio sales manager; Phil Newsom, radio news manager.**

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** Indicates news is sold for commercial sponsorship.*

## TELEVISION LABORATORIES AND EXPERIMENTAL SERVICES

AMERICAN TELEVISION SOCIETY—1140 Broadway, New York City 1. Telephone: Caledonia 5-7430. Officers: Norman D. Waters, president; Charles Kleinman, vice-president; C. Matthew Dessner, treasurer; Kay Reynolds, secretary.

COLUMBIA BROADCASTING SYSTEM, Inc.—485 Madison Ave., New York City 22. Telephone: Wickersham 2-2000. Television executives: Gilbert Seldes, director of television programs; Dr. Peter C. Goldmark, chief television engineer; Worthington Miner, manager of television dept.

DON LEE BROADCASTING SYSTEM—3800 Mount Lee Drive, Hollywood 28, Cal. Telephone: Hollywood 8255. Harry R. Lubcke, director of television; W6XAO (experimental station and research).

**ALLEN B. DU MONT LABORATORIES—2 Main Ave., Passaic, N. J. Telephone; Passaic 3-1616. Officials: Allen B. Du Mont, president; Leonard F. Cramer, vice-president; Paul Raibourn, treasurer; Bernard Goodwin,** secretary; Paul Ware, general manager; Bruce T. DuMont, plant supt.; Thomas T. Goldsmith Jr., director of research; P. S. Christaldi, chief engineer. (Experimentation and manufacture of television apparatus.)

**FARNSWORTH TELEVISION & RADIO Corp.—3700 E. Pontiac St.,** Fort Wayne 1, Ind. Telephone: Anthony 5301. E. A. Nicholas, president; B. Ray Cummings, vice-president in charge of engineering; J. P. Rogers, vice-president and treasurer; E. H. Vogel, vice-president in charge of sales; E. M. Martin, secretary and counsel; R. C. Jenkins, general superintendent; J. S. Garceau, adv. and sales pr. mgr.

GENERAL ELECTRIC Co. (radio, television & electronics department)—1 River Road, Schenectady, N. Y. Telephone: 4-2211. Dr. W. R. G. Baker, vice-president.

MIDLAND RADIO AND TELEVISION SCHOOLS Inc.—Power & Light Bldg., Kansas City 6, Telephone: Harrison 5852. Officials: G. L. Taylor, president; N. G. Souther, vice-president; Arthur B. Church, KMBC, treasurer; D. G. Warrick, secretary. (Radio and television technical school.)

NATIONAL BROADCASTING Co.—RCA Bldg., New York City 20. Telephone: Circle 7-8300. Officials Assigned to Television: Clarence L. Menser, manager of programs; John Williams, assistant (Commercial television broadcasting and experimentation.)

(*Continued on page 465*)

# Radio Reference Books and Publications

Editor's Note: Due to space limitations, the cumulative bibliography published in previous *Yearbooks* is suspended. This listing is designed to cover only the periodicals in radio and the advertising fields, selected works on radio advertising and listener data. The cumulative bibliography through 1942 is available in the 1942 *Yearbook*.

## PERIODICALS: GENERAL

THE ADVERTISER Monthly. The Advertiser Pub. Co., 3557 Bogart Ave., Cincinnati.

ADVERTISING AGE. Weekly, Advertising Publications, Inc., 100 E. Ohio St., Chicago.

ADVERTISING & SELLING. Monthly. Robbins Pub. Co., Inc., 9 E. 38th St., N. Y.

THE BILLBOARD. Weekly. The Billboard Pub. Co., 25 Opera Pl., Cincinnati.

BROADCASTING. Weekly. Broadcasting Publications, Inc., 870 National Press Bldg., Washington, D. C.

FEDERAL COMMUNICATIONS BAR JOURNAL. Monthly. Federal Communications Bar Assn., Woodward Bldg., Washington, D. C.

HEINL RADIO BUSINESS LETTER. 2400 California St., Washington, D. C.

INTERNATIONAL BROADCASTING UNION MONTHLY BULLETIN. 37, quai Wilson, Geneva, Switzerland.

JOURNAL OF THE AIR. Monthly except May through August. Assn. for Education By Radio, 228 N. LaSalle St., Chicago.

THE LISTENER. Weekly. British Broadcasting Corp., Broadcasting House, London, W. 1.

LONDON CALLING. Weekly, British Broadcasting Corp., Broadcasting House, London, W. 1.

NAB REPORTS. Weekly. National Assn. of Broadcasters, 1760 N St., N. W., Washington, D. C.

PRINTERS' INK. Weekly. Printers' Ink Pub. Co., Inc., 205 E. 42nd St., N. Y.

THE PUBLIC OPINION QUARTERLY. School of Public Affairs, Princeton Univ., Princeton. N. J.

PUBLISHERS' INFORMATION BUREAU'S NATIONAL ADVERTISING RECORDS. Monthly. Publishers' Information Bureau, 31 E. 10th St., N. Y.

RADIO ADVERTISING RATES AND DATA. Monthly. Standard Rate & Data Service, 333 N. Michigan Ave., Chicago.

RADIO AND TELEVISION WEEKLY. Consolidated Publications Co., Inc,, 99 Hudson St., N. Y.

RADIO DAILY. Radio Daily Corp., 1501 Broadway. N. Y.

RADIO MIRROR. Monthly. Macfadden Publications, Inc., 205 E. 42nd St., N. Y.

RADIO RETAILING TODAY. Monthly. Caldwell-Clements, Inc., 480 Lexington Ave., N. Y.

RADIO SHOWMANSHIP. Monthly. Showmanship Publications, 1004 Marquette, Minneapolis, Minn.

RADIO-TELEVISION JOURNAL. Monthly. Kolbe Publications, Inc., 1270 Sixth Ave., N. Y.

RADIO TIMES. Weekly. British Broadcasting Corp., Broadcasting House, London, W. 1.

SALES MANAGEMENT. Semi-monthly. Sales Management, Inc., 386 Fourth Ave., N. Y.

TIDE. Semi-monthly. Tide Publishing Co., Inc., 232 Madison Ave., N. Y.

TUNE IN. Monthly. D. S Publishing Co., Inc., 30 Rockefeller Plaza, N. Y.

VARIETY. Weekly. Variety, Inc., 154 W. 46th St., N. Y.

WESTERN ADVERTISING. Monthly. Ramsey Oppenheim Publications, 564 Market St., San Francisco.

## TECHNICAL

COMMUNICATIONS. Monthly. Bryan Davis Publishing Co., Inc., 19 E. 47th St., N. Y.

ELECTRONIC ENGINEERING. Monthly. 43-44 Shoe Lane, London, E. C. 4.

ELECTRONIC INDUSTRIES. Monthly. Caldwell-Clements, Inc., 480 Lexington Ave., N. Y.

ELECTRONICS. Monthly. McGraw-Hill Publishing Co., Inc., 330 W. 42nd St., N. Y.

FM RADIO-ELECTRONICS. Monthly. FM Company, 21 E. 37th St., N. Y.

PROCEEDINGS OF THE INSTITUTE OF RADIO ENGINEERS. Monthly. Inst. of Radio Engineers, Inc., 330 W. 42nd St., N. Y.

QST. Monthly. American Radio Relay League, Inc., 38 LaSalle Rd., West Hartford, Conn.

RADIO. Monthly. Radio Magazines, Inc., 132 W. 43rd St., N. Y.

RADIO NEWS. Monthly. Ziff-Davis Pub. Co., 540 N. Michigan Ave., Chicago.

RADIO SERVICE-DEALER. Monthly. Cowan Pub. Corp., 132 W. 43rd St., N. Y.

RADIO-CRAFT Monthly. Radcraft Publications, Inc., 25 W. Broadway, N. Y.

WIRELESS WORLD. Monthly. Iliffe & Sons, Ltd., Dorset House, Stamford St., London, S. E. 1.

## RADIO ADVERTISING

ACCEPTABILITY OF ACCOUNTS, time limitations, standards of good taste, as provided for in the Commercial Section of the Code of the NAB. National Assn. of Broadcasters. 1940.

ADVERTISING MEDIA AND MARKETS. *By Ben Duffy.* Prentiss-Hall. 1939. Comprehensive practical study of all types of media.

A DECADE OF RADIO ADVERTISING. *By H. S. Hettinger.* Univ. of Chicago Press. 1933. A comprehensive survey of radio advertising. Detailed analyses of specific branches illustrated by charts and diagrams.

NETWORK RADIO ADVERTISING. National Broadcasting Co. A series of over 75 studies giving complete details relative to the network radio advertising of individual firms. Includes program details, network used, time of broadcast, campaign period, agency, gross expenditures. Revisions issued. Available for reference purposes.

SPOT BROADCASTING FOR SALES. John Blair & Co. 1942. An explanation of spot broadcasting and its advantages.

SURVEY OF BROADCAST ADVERTISING, 92 DEPARTMENT SORES. Research Bureau for Retail Training, U. of Pittsburgh. 1941. Study of management reaction to radio advertising together with experience stories.

## RADIO ADVERTISING STATISTICAL SERVICES

CAB ANALYSIS OF THE USE OF RADIO SETS—Oct. 1941-Apr. 1942. *Cooperative Analysis of Broadcasting.* Analyzes the daily use of radios by set owners, comparing the use of radio sets geographically and by income classes.

CAB PROGRAM AUDIENCES AND LISTENING HABITS — RURAL VERSUS CITIES. Basic Area. Spring 1941. *Cooperative Analysis of Broadcasting.* Comparison of commercial program ratings in 22 interviewing cities and surrounding rural areas.

CAB PROGRAM REPORT. *Cooperative Analysis of Broadcasting.* A bi-weekly report which measures the relative size of the radio audience that remembers having heard individual programs.

CAB RADIO PROGRAM AUDIENCES. Oct. 1941-Apr. 1942. *Cooperative Analysis of Broadcasting.* Analysis of commercial program ratings by type and length of program, geographic divisions and income groups.

CAB SET USER PROGRAM REPORT. *Cooperative Analysis of Broadcasting.* Monthly report showing program ratings, percent of sets in use and proportion of total audience of programs arranged chronologically.

CAB STATION AUDIENCES. *Cooperative Analysis of Broadcasting.* An annual report indicating the relative standing of the leading broadcasting stations in each of 33 cities.

HOOPER RADIO REPORTS. *C. E. Hooper, Inc.* Monthly national ratings on daytime and evening programs. Separate reports for Pacific Coast, and for selected cities. Also reports on sets in use by 15 minute periods.

INDUSTRIAL SURVEYS. Industrial Surveys Co. Monthly surveys based on panel technique of programs heard regularly, occasionally, or never.

NAB REPORTS. National Assn. of Broadcasters. Weekly summary of radio industry. Carries FCC docket and action, also Federal Trade Commission action.

NATIONAL RADIO RECORDS. Reports of spot radio advertising of individual companies.

NIELSEN RADIO INDEX SERVICE. A. C. Nielsen Co. Monthly analyses of subscribers' programs and ratings on all programs.

THE 100% YARDSTICK. New York Radio Station Audiences. Pulse of New York. Monthly measure of radio audience in New York market area by using roster method and personal door-to-door interview.

PUBLISHERS' INFORMATION BUREAU'S NATIONAL ADVERTISING RECORDS. Publishers' Information Bureau. Inc., 1936-date. A monthly service containing records of all network and spot expenditures by individual companies and by individual groups.

## LISTENER AND MARKET DATA

THE ABCD'S OF RADIO AUDIENCES. *By H. M. Beville Jr.* (Reprint from PUBLIC OPINION QUARTERLY. June 1940). Program appeal to audiences by income groups; composition of audience, rating of programs.

EFFECTS OF GASOLINE RATIONING ON KANSAS RURAL BUYING HABITS. *By F. L. Whan.* WIBW, Topeka, Kansas. An advance supplement to the 1943 Kansas Radio Audience Survey, comparing the effects on farm and village families.

FACTS ABOUT SUMMER BROADCAST ADVERTISING. NBC. 1940. Brief study of why summer radio advertising is worth while.

HOW RADIO MEASURES ITS AUDIENCE. Columbia Broadcasting System. 1939. Made up of reprints of 4 magazine articles by Hooper, Crossley, Weld plus a special study by PRINTER'S INK MONTHLY.

INVASION FROM MARS. *By Hadley Cantril.* Princeton U. Press. 1940. A study of the psychology of listener reactions following the above broadcast.

THE 1943 IOWA RADIO AUDIENCE SURVEY. *By F. L. Whan.* Central Broadcasting Co., Des Moines, Iowa. 1943. Personal interview study.

JOINT COMMITTEE STUDY OF RURAL RADIO OWNERSHIP AND USE IN THE UNITED STATES. Sections 1-4. Pub. by the National Broadcasting Co. and the Columbia Broadcasting System. Feb. 1939. Comprehensive statistical study.

PORTABLE RADIO BEACH SURVEY. *Conducted by the Hooper-Holmes Bureau for Radio Station WOR.* August, 1939. Personal interview survey of use of portable radios at Jones Beach, Long Beach, Riis Park, Asbury Park, to determine station popularity, number and make of sets, program popularity, baseball listening.

THE RADIO AUDIENCE BY STATIONS. Crossley, Inc. 1943. Telephone coincidental study of morning, afternoon, and evening listeners in major cities within ½ millivolt area of WJZ.

RADIO AUDIENCE "RATINGS" *By M. N. Chappell.* C. E. Hooper. 1942. A comparison of the "coincidental" and the "day-part recall", the two methods most extensively employed in determining ratings.

RADIO MARKET DATA HANDBOOK. NAB Research Department. National Assn. of Broadcasters. 1943. A 260-page manual of market data of value to radio stations and users of broadcast time.

RADIO RESEARCH, 1941. *Ed. by P. F. Lazarsfeld & F. N. Stanton.* Duell, Sloan & Pearce. 1941. Six studies dealing with programs, listeners, and their relationship. Prepared under the auspices of Columbia University's Office of Radio Research.

RADIO RESEARCH AND APPLIED PSYCHOLOGY. *Ed. by Paul F. Lazarsfeld.* (THE JOURNAL OF APPLIED PSYCHOLOGY. Feb. 1939.) Collection of articles on listener data furnished mainly by the Princeton Radio Research Project, under such headings as: index problems, program research, questionnaire techniques, radio in different fields of activity, reports of other surveys.

A STUDY OF FM LISTENING WITH PARTICULAR REFERENCE TO FM SATION W71NY. WOR. 1942. A study of the FM listener in the New York area, his income, listening habits and preferences.

SURVEY OF RESEARCH ON CHILDREN'S RADIO LISTENING. *By Herta Herzog.* Office of Radio Research, Columbia Univ. 1941. A survey of literature on children's (6-18) listening habits,—age peak of listening, program preferences, reactions, etc.

TEN YEARS OF NETWORK PROGRAM ANALYSIS. The Cooperative Analysis of Broadcasting. 1939. History of network programs, plus ratings in chart and table form. Originally prepared for Variety Radio Directory. v. 3.

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# Services Related to Broadcasting

(*Continued from page 464*)

PHILCO RADIO & TELEVISION Corp.—Tioga & C Streets, Philadelphia 34, Pa. Telephone: Nebraska 5100. Chief Television Engineer, F. J. Bingley; Program Director, Paul Knight. (Experimental Station W3XE; commercial station WPTZ.)

RADIO CORP OF AMERICA (RCA Victor Division) — Front & Cooper Sts., Camden, N. J. Telephone: Camden 8000. Receiving and transmitting television equipment.

RADIO ELECTRONICS LABORATORY Inc.—120 Freeman St., Brooklyn, N. Y. Telephone: Evergreen 9-5227. (Manufacturers of Cathode Ray tubes and related television equipment.)

TELEVISION PRODUCTIONS Inc.—5451 Marathon St., Hollywood 38. Telephone: Hollywood 2411. Officers: Paul Raibourn, president; Y. Frank Freeman, vice-president; Bernard Goodwin, vice-president; Klaus Landsberg, director of television and chief engineer.

UNITED ARTIST BUREAU—1164 Sixth Ave., Des Moines 14. Telephone: 4-5553. R. B. Eaton, manager. (Experimental television.)

UNITED STATES TELEVISION MFG. Corp.—106 Seventh Ave., New York City. Telephone: Chelsea 2-3966. Officials: John Hoge, president; Burt J. Toegel, general manager and chief engineer; Martin V. B. Morris, secretary-treasurer. (Television receiver and electronic radio apparatus manufacture.)

ZENITH RADIO Corp.—6001 Dickens Ave., Chicago 39, Ill. Telephone: Berkshire 7500. Officials: E. F. McDonald Jr., president; Hugh Robertson, executive vice-president; G. E. Gustafson, vice-president in charge engineering.

## Field Offices of the Federal Communications Commission

### Chief of Field Division: George S. Turner, Washington, D. C.

| District No. | City | Address | Inspector in Charge |
|---|---|---|---|
| 1 | Boston, Mass. | Customhouse | Charles C. Kolster |
| 2 | New York, N. Y. | 641 Washington St. | Arthur Batcheller |
| 3 | Philadelphia, Pa. | 1200 U. S. Customhouse, 2nd & Chestnut St. | Forest F. Redfern |
| 4 | Baltimore, Md. | 508 Old Town Bank Bldg. | Edward W. Chapin |
| 5 | Norfolk, Va. | 402 New P. O. Bldg. | Hyman A. Cohen |
|  | Newport News, Va. | 106 U. S. Post Office Bldg. | Alfred H. Kleist |
| 6 | Atlanta, Ga. | 411 Federal Annex | Paul H. Herndon, Jr. |
|  | Savannah, Ga. | P. O. Box 77 | Joseph L. Condon |
| 7 | Miami, Fla. | P. O. Box 150 | Arthur S. Fish |
|  | Tampa, Fla. | 203 Post Office Bldg. | Milton W. Grinnell |
| 8 | New Orleans, La. | 400 Audubon Bldg. | Theodore G. Deiler |
| 9 | Galveston, Texas | 404 Federal Bldg. | Nathan A. Hallenstein |
| 10 | Dallas, Texas | 500 U. S. Terminal Annex | Louis B. McCabe |
|  | Beaumont, Texas | P. O. Box 1527 | William E. Clyne |
| 11 | Los Angeles, Calif. | 539 U. S. P. O. & Courthouse Bldg. | Bernard H. Linden |
|  | San Diego, Calif. | 307 U. S. Customhouse | Harold D. DeVoe |
|  | San Pedro, Calif. | 326 U. S. P. O. & Courthouse Bldg. | J. Lee Smith |
| 12 | San Francisco, Calif. | Customhouse | Francis V. Sloan |
| 13 | Portland, Ore. | 805 Terminal Sales Bldg. | George V. Wiltse |
| 14 | Seattle, Wash. | 808 New Federal Bldg. | Landon C. Herndon |
| 15 | Denver, Colo. | 504 Customhouse | Donald A. Murray |
| 16 | St. Paul, Minn. | 208 U. S. P. O. & Courthouse Bldg. | Edwin S. Heiser |
| 17 | Kansas City, Mo. | 809 U. S. Courthouse | William J. McDonnell |
| 18 | Chicago, Ill. | 246 U. S. Courthouse Bldg. | Harold D. Hayes |
| 19 | Detroit, Mich. | 414 New Federal Bldg. | Emery H. Lee |
|  | Cleveland, O. | 541 Old Post Office Bldg. | Charles F. Kocher |
| 20 | Buffalo, N. Y. | 328 Federal Bldg. | Walter L. Davis |
| 21 | Honolulu, T. H. | 609 Stangenwald Bldg. | John H. Homsy |
| 22 | San Juan, P. R. | Box 2987 | Edward H. Hackman |
| 23 | Juneau, Alaska. | P. O. Box 1421 | Herbert H. Arlowe |

MONITORING STATIONS

| | | | |
|---|---|---|---|
| — | Grand Island, Nebr. | P. O. Box 788 | Benjamin E. Wolf |
| — | Allegan, Mich. | P. O. Box 89 | Irl. D. Ball |
| — | Kingsville, Tex. | P. O. Box 632 | Iver A. Rockman |

ACCOUNTING OFFICES

| | | | |
|---|---|---|---|
| — | New York, N. Y. | 45 Broadway | Lon A. Cearley |
| — | Atlanta, Ga. | 515 First Nat'l Bank Bldg. | Max Krumholz |
| — | St. Louis, Mo. | 1860 Railway Exchange Bldg. | Curtis M. Bushnell |
| — | San Francisco, Calif. | 605 Market St. | Paul Summerhays |

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# Radio's Weekly Payroll in 1943

### Average Compensation as Computed by Federal Communications Commission

WITH average weekly compensation to fulltime employes of $55.75, as compared with $52.32 last year, a gain of 6.6%, radio apparently has maintained in 1943 its position in paying the highest average wages and salaries of any U. S. industry.

The annual report of the FCC on Radio Employment and Compensation reveals that during the week of Oct. 17, 815 standard broadcast stations and 10 networks employed 24,515 persons fulltime and 4,862 parttime. Total weekly payroll of fulltime employes was $1,366,687. Excluding executives, the average per fulltime employee was $49.50, or an increase of 7.3% over last year's average of $46.12.

Station employes in executive capacities were found to be receiving the following average weekly salaries: general managers, $132.73; technical, $67.15; program, $67.29; commercial, $102.49; publicity, $65.32.

In non-executive positions, station technical operating personnel averaged $48.53; announcers, $45.76; staff musicians $53.83; outside salesmen, $76.85. Writers averaged $37.60.

Network employes in the same categories receive average weekly compensation as follows: executive positions, general managers, $420.57; technical, $134.11; program, $180.34; commercial, $175.49; publicity, $128.33.

Network, non-executive: technical operating, $66.94; announcers, $71.35; staff musicians, $121.20; outside salesmen, $122.53. Network writers received $62.11. The average weekly network salary is $61.53.

Comparing station salaries by districts and regions, the average compensation of executive employes, fulltime, is as follows: Northeastern Region, $116.59; Great Lakes, $106.77; Midwest, $89.51; Pacific Coast, $88.90; Southeastern, $81.50; Mountain, $78.89; South Central, $77.53.

Average non-executive station employe salaries, by regions: Great Lakes Region, $51.57; Northeastern, $48.49; Pacific, $48.22; Midwest, $41.09; Mountain, $39.66; Southeastern, $37.13; South Central, $36.53.

The largest classification of parttime employes is that of "other artists," including 2,411 of the 4,862 listed in the parttime class. Networks and network-owned stations pay this talent group an average salary of $80.44 per week; stations, $30.25.

The 815 reporting stations pay the following average salaries to parttime employes in the executive class: general managerial, $77.64; technical, $26.38; program, $29.25; commercial, $48.75; publicity, $28.60; "other," $64.98. To parttime operating employes they pay a weekly average of $11.15; to parttime announcers, $13.14; to parttime musicians, $27.12.

| Particulars | Total 10 Networks and 815 Stations | | | Networks including 9 key stations of major networks | | | Total Stations | | |
|---|---|---|---|---|---|---|---|---|---|
| | Number | Compensation | Average | Number | Compensation | Average | Number | Compensation | Average |
| (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) | (10) |
| Number of stations | ...... | ........ | ...... | ...... | ........ | ...... | ...... | 806 | ...... |
| Executives: | | | | | | | | | |
| General managerial | 969 | $141.856 | $146.39 | 46 | $19.346 | $420.57 | 923 | $122.510 | $132.73 |
| Technical | 554 | 38.409 | 69.33 | 18 | 2.414 | 134.11 | 536 | 35.995 | 67.15 |
| Program | 518 | 38.814 | 74.93 | 35 | 6.312 | 180.34 | 483 | 32.502 | 67.29 |
| Commercial | 400 | 44.281 | 110.70 | 45 | 7.897 | 175.49 | 355 | 36.384 | 102.49 |
| Publicity | 119 | 9.474 | 79.61 | 27 | 3.465 | 128.33 | 92 | 6.009 | 65.32 |
| Other | 216 | 17.737 | 82.12 | 30 | 3.558 | 118.60 | 186 | 14.179 | 76.23 |
| Total, executives | 2.776 | 290.571 | 104 67 | 201 | 42.992 | 213.89 | 2.575 | 247.579 | 96.15 |
| Employees (Other than executives): | | | | | | | | | |
| Technical: | | | | | | | | | |
| Research and development | 92 | 6,996 | 76.04 | 45 | 4.329 | 96.20 | 47 | 2.667 | 56.74 |
| Operating | 4,383 | 227.617 | 51.93 | 809 | 54.154 | 66.94 | 3.574 | 173.463 | 48.53 |
| Other | 324 | 11,856 | 36.59 | 66 | 2,669 | 40.44 | 258 | 9.187 | 35.61 |
| Program: | | | | | | | | | |
| Production | 1,022 | 55.730 | 54.53 | 384 | 24,884 | 64.80 | 638 | 30.846 | 48.35 |
| Writers | 802 | 33.096 | 41.27 | 120 | 7.453 | 62.11 | 682 | 25 643 | 37.60 |
| Announcers | 3.072 | 144.786 | 47.13 | 164 | 11.702 | 71.35 | 2.908 | 133.084 | 45.76 |
| Staff musicians | 2.150 | 150.569 | 70.03 | 517 | 62.659 | 121.20 | 1.633 | 87.910 | 53.83 |
| Other artists | 1.386 | 88.553 | 63.89 | 704 | 48.817 | 69.34 | 682 | 39.726 | 58.26 |
| Other | 1,197 | 53.151 | 44.40 | 537 | 27,515 | 51.24 | 660 | 25.636 | 38.84 |
| Commercial: | | | | | | | | | |
| Outside salesmen | 1,348 | 110.540 | 82.00 | 152 | 18.625 | 122.53 | 1,196 | 91.915 | 76 85 |
| Promotion and merchandising | 592 | 30.636 | 51.75 | 861 | 19.895 | 55.11 | 231 | 10.741 | 46 50 |
| Other | 488 | 19.549 | 40.06 | 307 | 13,350 | 43.49 | 181 | 6,199 | 34.25 |
| General and administrative: | | | | | | | | | |
| Accounting | 937 | 34,342 | 36.65 | 266 | 10,366 | 38.97 | 671 | 23.976 | 35.73 |
| Clerical | 1.120 | 28.190 | 25.17 | 247 | 6.517 | 26 38 | 873 | 21.673 | 24.83 |
| Stenographic | 1.172 | 33.214 | 28.34 | 218 | 6.850 | 31.42 | 954 | 26.364 | 27.64 |
| Other | 1,248 | 35.765 | 28.66 | 594 | 18.515 | 31.17 | 654 | 17,250 | 26.38 |
| Miscellaneous | 406 | 11,526 | 28.39 | 51 | 2,674 | 52.43 | 355 | 8,852 | 24.94 |
| Total, employees | 21.739 | 1.076.116 | 49.50 | 5.542 | 340.974 | 61.53 | 16.197 | 735.142 | 45.39 |
| **Total, executives and employees** | **24.515** | **1.366.687** | **55.75** | **5.743** | **383.966** | **66 86** | **18.772** | **982.721** | **52.35** |

# RADIO TECHNICAL PLANNING BOARD FOR POST WAR RADIO ALLOCATIONS

RADIO TECHNICAL PLANNING BOARD was organized Sept. 15 in New York to formulate plans for the technical future of radio and to advise government, industry and the public of allocation plans covering postwar radio. Financed by trade groups in radio and communications, the Board held its organization meeting with the Federal Communications Commission in Washington on Nov. 17, to formulate methods and procedure for cooperation between industry and government in the study and exchange of technical information concerning the future of radio. Organization follows:

Dr. W. R. G. Baker, General Electric Co., chairman.

Dr. A. N. Goldsmith, consulting radio engineer, vice-chairman.

W. B. Cowilich, Institute of Radio Engineers, secretary.

Bond Geddes, Radio Manufacturers Assn., treasurer.

### MEMBERS

Prof. G. T. Harness, American Institute of Electrical Engineers.

George Bailey, American Radio Relay League.

Walter J. Damm, FM Broadcasters Inc.

Haraden Pratt, Mackay Radio & Telegraph Corp.

George Lewis, National Electrical Manufacturing Assn.

Dr. R. H. Manson, Stromberg-Carlson Co.

Howard S. Frazier, National Assn. of Broadcasters.

Harold LaFount, National Independent Broadcasters.

Capt. D. S. Leonard, International Assn. of Chiefs of Police.

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Committee 5, Standards of Good Engineering Practice for Television Transmitters—J. E. Brown, chairman, Zenith.

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# TEXT OF WPB ORDER P-133

FOLLOWING is the text of WPB Order P-133, now exclusive controlling authority for obtaining maintenance, repair and operating supplies for radio communication and radio broadcasting [BROADCASTING, Oct. 11]. A rewritten version of the previous P-133, it incorporates amendments and revisions to date and is one of the first WPB orders to be written in lay English rather than in legalistic terms characteristic of earlier WPB orders.

PART 3289—RADIO AND RADAR
[Preference Rating Order P–133, as Amended Oct. 8, 1943]
ELECTRONIC EQUIPMENT

Section 3289.41 *Preference Rating Order P—133* is hereby amended to read as follows:

§ 3289.41 *Preference Rating Order P-133*—(a) *What this order does.* This is a complete revision of Preference Rating Order P—133. It gives preference ratings to persons engaged in certain businesses. It also entitles some of them to use the allotment symbol "MRO". The ratings and symbol can be used only to get materials for maintenance, repair and operating supplies; and there are also certain special restrictions set forth in paragraph (e). The businesses, and the ratings and symbol assigned to persons engaged in them are:

(1) Radio communication — AA–1. Persons engaged in this business are also entitled to use the allotment symbol "MRO".

(2) Radio broadcasting—AA–2. Persons engaged in this business are also entitled to use the allotment symbol "MRO".

(3) Sound recording for commercial, educational or industrial purposes—AA–5.

(4) Operation and maintenance of public address, intercommunication, plant sound or other similar electronic systems, such as systems for the controlled distribution of musical programs—AA–5.

(b) *What is meant by maintenance, repair and operating supplies.* These terms include whatever is necessary to keep a person's business property and equipment in sound working condition, or to fix it when it has broken down or is about to break down. They also include those things which are normally used in the day-by-day operation of any of these businesses, being as a rule things which are consumed in use. On the other hand, there are some things which these terms do not include, and to which the benefits of this order do not extend. These are production materials, capitalized repairs, capital equipment, capital replacements, plant expansion, addition of facilities, and the construction and remodeling of buildings.

(c) *Relation of this order to War Production Board regulations and other orders.* This order and all things done under it are subject to the provisions of all applicable regulations and orders of the War Production Board, except that persons who are engaged in the businesses listed in this order to that extent are entitled to none of the benefits, and are subject to none of the restrictions, contained in CMP Regulations No. 5 and No. 5A. Anyone using this order should read particularly Priorities Regulation No. 3, which tells how to apply and extend ratings, and which contains a list of things which blanket MRO ratings (such as those assigned by this order) cannot be used to get (Priorities Regulation No. 3, paragraph (f) and List B).

(d) *How to use the ratings and allotment symbol.* (1) Persons entitled to use these ratings and the allotment symbol "MRO" under this order may do so by placing on their purchase orders either the form of certificate provided in Priorities Regulation No. 3, or that provided in CMP Regulation No. 7. In every case those persons entitled under this order to use the allotment symbol "MRO" must place on their purchase orders in addition to the certificate the symbol "MRO–P—133".

(2) Any purchase order for controlled materials which bears such a certificate and symbol is an authorized controlled material order, and on such orders the preference rating should not be shown. The preference rating must of course, be shown on orders for anything but controlled materials.

(e) *Restrictions on the use of the ratings and allotment symbol.* No person shall use these ratings or allotment symbol:

(1) To buy or to repair a tube unless a similar tube has first been operated to failure, or unless he has in stock less than one new and one rebuilt, or two rebuilt spare tubes for each active tube socket. All power tubes of 250 watts or more (plate dissipation), which have been operated to failure and are not to be repaired, shall be returned to the manufacturer.

(2) To replace in stock any spare parts except parts which are subject to frequent failure or rapid deterioration, or parts which are of such special design that their failure would cause a lengthy interruption of operations unless they could be immediately replaced from stock.

(3) To replace in stock a new part (other than a tube) if the old part can be repaired.

(4) To replace equipment which has not been used within the ratings specified by the manufacturer of the equipment.

(5) To increase the value of a person's inventory of repair parts (not including tubes) above the value of such inventory on October 5, 1942.

(6) To increase a person's inventory of operating supplies (not including tubes) above a ninety-day requirement.

(7) To get aluminum if the use of any other material is practicable, or to get more than five hundred pounds of aluminum in any calendar quarter in any event.

(8) To get materials for the maintenance, repair or operation of equipment for the account of War Emergency Radio Service.

(f) *Persons who service these businesses.* Any person (such as a service repair shop) who does maintenance or repair work for anyone engaged in any of the businesses described in this order may use the rating and symbol to which his customer would be entitled in order to get materials to do that work for his customer. In such a case the restrictions of paragraph (e) apply as to the customer and the customer shall be responsible if they are violated.

(g) *Special rule for international, point-to-point, radio communication carriers.* Any person engaged in international, point-to-point radio communication, as a commercial operation, may use the rating and allotment symbol given by this order to rearrange, modify or expand existing facilities and equipment (but not buildings) either to maintain his regularly established services, or to provide whatever new or modified service may be necessary to render services required by or for the account of the United States Army, the United States Navy, any agency of the United States Government, or any agency of any foreign government.

The cost of materials for any one project undertaken under this paragraph (g) must not exceed $1,500.00, in which case the restrictions of paragraph (e) of this order, and the rules of Conservation Order L–41 shall not apply, and an authorization to begin construction shall not be necessary.

(h) *Penalties for violating this order.* Any person who wilfully violates any provision of this order or falsifies the certificate prescribed in paragraph (d), or who conceals any material information or furnishes false information to any department or agency of the United States is guilty of a crime. If convicted he may be punished by fine or imprisonment. He may also be deprived of any or all priorities assistance. For example he may be prohibited from getting, delivering, processing, or using anything which is subject to priority control by the WPB.

(i) *How to appeal from any provision of this order.* Any person may appeal for relief from any provision of this order by writing a letter which explains fully what provisions he is appealing from and why he thinks he should be relieved from those provisions so far as they relate to him or his business. He should send this letter with two signed copies to the WPB.

(j) *Letters and reports about this order.* Any letters about this order, or any reports which persons subject to this order may be required to file, should be addressed to the War Production Board, Radio and Radar Division, Washington 25, D. C., Ref: P–133.

Issued this 8th day of October 1943.

By J. JOSEPH WHELAN,
*Recording Secretary.*

### CERTIFICATION

The undersigned purchaser hereby represents to the seller and to the War Production Board that he is entitled to apply or extend the preference ratings indicated opposite the items shown on this purchase order and that such application or extension is in accordance with Priorities Regulation No. 3, as amended, with the terms of which the undersigned is familiar.

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